CASE STUDY

2024 SILVER ANVIL WINNER

Helping J&J IM standardize media analytics across their global pharmaceutical operations

Johnson&Johnson
Innovative Medicine

Fullintel

OVERVIEW

Johnson & Johnson Innovative Medicine (JJIM), a renowned global pharmaceutical company, operates in a dynamic and highly regulated industry. With a commitment to improving patient outcomes through innovative healthcare solutions, JJIM sought to harness the power of advanced media analytics to gain deeper insights, enhance decision-making, and drive innovation. JJIM faced the key challenge of working with multiple agencies and providers with varied methodologies, which led to inconsistent results. Leaders couldn't use these findings to measure value or make decisions – especially when looking at different therapeutic areas (essentially different companies within JJIM) and regions as a global brand.

INSIGHTS & ANALYSIS

J&J IM partnered with Fullintel to leverage advanced analytics for data-driven decision-making within the complex and ever-evolving pharmaceutical landscape. Our analytics solution aimed to address these critical objectives:

Objective 1: Establish consistency and credibility to increase trust in data.
Maintaining consistency across the company's media monitoring and analysis activities was a challenge for J&J IM. With multiple therapeutic lines each employing different PR agencies and third-party vendors, there was a lack of uniformity in reporting schedules, methodologies, and benchmark metrics. This inconsistency resulted in fractured outputs, inaccurate data, and inefficient workflows. Fullintel acted as an impartial third-party solution to address these issues for J&J IM. Fullintel evaluated the client's current reporting system to uncover issues, acting as a crucial bridge between stakeholders to ensure consistency and credibility in the monitoring and analysis processes.

Objective 2: Improve metric quality to measure the value of PR and influence more informed decisions.
The absence of a consistent methodology made it difficult for J&J IM to compare key performance indicators (KPIs) across various therapeutic areas. Different numbers and data discrepancies between deliverables and business groups hindered benchmarking and performance evaluation. In response, Fullintel performed primary research to inform the creation of a custom KPI. This research considered factors that drive recall, perception, and behavior. Fulintel also conducted interviews with J&J IM leaders and teams to understand current processes and needs.

Objective 3: Reduce costs and complexity to maximize spending.
J&J IM regularly incurred unnecessary costs, as each therapeutic line paid for overlapping analysis, report creation, and article tagging through different vendors. Additionally, the erratic scheduling of media updates added to the complexity of operations. Fullintel worked with J&J IM to understand its current spending and to calculate the potential savings of reducing duplicate work and streamlining the process.

PLANNING

Fullintel and J&J IM collaboratively crafted a robust analytics strategy to meet the client's specific needs. The planning phase involved:

Key Strategy 1
Implementing a consistent methodology to ensure credibility

Fullintel recommended a communication measurement framework that consolidated all media monitoring and media intelligence activities under a consistent methodology. This ensured uniformity in data collection, curation, and analysis, resulting in accurate and reliable insights. Fullintel, as an impartial third-party, produced reports with AMEC-certified media analysts, eliminating potential conflicts of interests, ensuring unbiased measurements.

Key Strategy 2
Metric: Media Impact Score (MIS)

Fullintel deployed a custom and proprietary metric, the Media Impact Score (MIS), assessing coverage quality. MIS is a scientifically tested metric based on primary research predicting how likely content is to influence readers favorably. The MIS is unique because it assesses easily definable features of earned media content to provide a clear calculation of quality and impact. Following frameworks and standards from AMEC and IPR, the MIS was recommended across social and traditional channels in all therapeutic areas and regions. Fullintel also conducted primary research for a trust metric integration, enabling deeper future consumer trust analysis.

Key Strategy 3
Improving efficiencies and achieving economies of scale (KS 2)

In a concerted effort to enhance efficiency and cut operational costs, Fullintel implemented a strategic approach that centralized content curation, tagging, and analysis. This involved a meticulous process of personnel planning, including training and organizing our analysts into a dedicated pool. The outcome was a substantial reduction in the number of points of contact and a significant increase in overall consistency. Fullintel worked closely with J&J IM to tackle the issue of duplicate work and consolidate all keywords into a centralized repository. This move not only eliminated redundancy in our efforts but also made valuable data readily accessible to all business units. As a result, we achieved economies of scale, contributing to a more cost-effective and streamlined operation for J&J IM.

EXECUTION

Execution Step 1: Comprehensive media monitoring and analysis.

Fullintel evaluated all metrics across traditional and social media platforms to provide J&J IM with the true value of their media efforts. This included focusing on key media outlets, traditional media analysis, and social analysis.
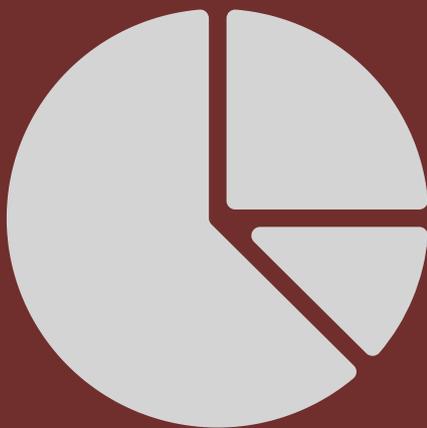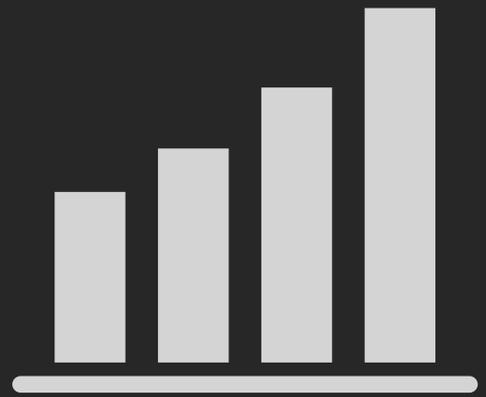
**Execution Step 2: Customized reporting for decision makers with standardized metrics.**

Fullintel delivered curated coverage and analysis through various reports, including daily coverage reports, event coverage reports, and monthly and quarterly analysis reports. Each report provided actionable insights tailored to the needs of J&J IM's decision-makers.
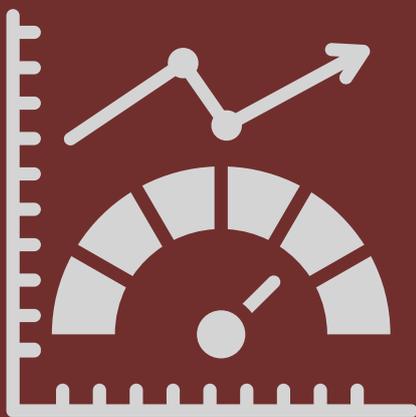
To ensure a smooth transition from previous metrics, Fullintel implemented quarterly education and training programs to show the application and impact of the MIS. In doing so, Fullintel highlighted the applicability of the MIS when comparing regions, therapeutic areas and competitors to demonstrate J&J IM's performance against areas and competitors who were outperforming them. The MIS provides more accurate and applicable results than outdated, volume-only metrics.

Execution Step 3: Centralized approach for efficiency.

Fullintel centralized content curation across each therapeutic line, ensuring consistency in data and analytical insights. The implementation of a unified cadence for all deliverables improved efficiency and eliminated data discrepancies.
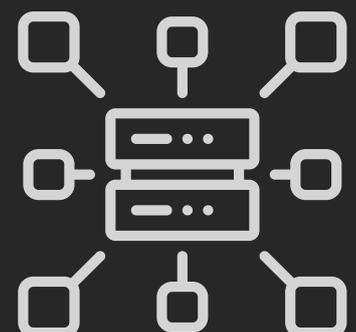
THE RESULT

The impact of Fullintel's analytics solution led to decreased costs for J&J IM and an expanded partnership with Fullintel as J&J IM perceived the value of our efforts:

Consistency and credibility increased trust in data:

·Leaders of J&J IM reported improved ease of use when sharing insights and data with key stakeholders and execs.
·J&J IM's trust in Fullintel data was demonstrated through its expanded contract with Fullintel. The program expanded beyond J&J IM's therapeutic areas in the U.S. to other regions, including Canada, Latin America, and Southeast Asia, as well as global analysis for its oncology unit, representing a 522% increase in contract value.
·A unified reporting format and consistent metrics allowed for data sharing with senior leaders.
·Improved data integrity, accuracy and report quality reflected in less than 2% error rate.

Improved metric quality measured the value of PR and influenced more informed decisions:

· J&J IM used data and metrics to define success and make more informed decisions.
· The client's average Media Impact Score increased 7% over the past year. As a proxy of outcome, this increase in the MIS denotes that it is likely that overall brand awareness increased and perceptions of the company have improved as a result of J&J IM's more informed decision-making.
· Recall factors improved 106% over the past year, indicating likely overall increased brand awareness, based on the MIS predictive metric. Fullintel recommended confirming this outcome with survey data.
· Positive sentiment (+151%) and key topic penetration (+61%) increased over the past year, indicating a likely outcome of increased positive brand perception. This also is to be confirmed by survey results.

New monitoring and analysis solutions reduced costs and complexity to maximize spending:

· J&J IM praised Fullintel's efforts, which enabled their internal teams to focus on strategic endeavors.
· The new monitoring and measurement program resulted in a 50% cost savings over a five-year period.
· The restructuring and streamlining of the team removed complexity with a single point of contact, with an average response time of 30 minutes for client communication.

Thanks to Fullintel's consistent, centralized, and more efficient approach to media monitoring and analysis J&J IM realized enhanced decision-making capabilities, improved operational efficiencies, and developed a competitive edge in the pharmaceutical industry. Fullintel's analytics solution empowered J&J IM to leverage data as a strategic asset, driving innovation and better patient outcomes.