At a Glance

ICC is the London-based Healthcare Division of global advertising agency network Foote, Cone and Belding (FCB) and provides integrated communications support for a range of household brands in the field of primary and secondary healthcare as well as the veterinary and ophthalmology sectors. Working in a highly regulated environment such as healthcare presents a considerable challenge in communications terms not least because of the many restrictions in place that control what can be said and who can be targeted. ICC needs to be able to access insights from patients and medical professionals alike for its clients and since bringing in NetBase, a global leader in enterprise social analytics, three years ago the platform has become central to its strategy and ensures communications materials are accurate and relevant. It is also an instrumental tool in pitching for new business and has seen its new project size increase by 20%.

Challenge: Gaining instant insights from multiple stakeholders

Integral to ICC's philosophy and part of the wider group approach is a goal to change consumer behaviour to the benefit of its clients, colleagues and communities which means that it only works on projects and campaigns that help to make a difference be it through a new drug, surgical procedure or service.

This sees ICC working with companies in the area of biosimilar medicines which are medicines highly similar to other biological medicines already licensed for use. These medicines have been shown not to have any clinically meaningful differences from the originator biological medicine and will have met regulatory requirements in terms of comparative quality, safety and efficacy.

Continuing development of biological medicines, including biosimilar medicines, creates increased choice for patients and clinicians, increased commercial competition and enhanced value propositions for individual medicines. And with such growth in this market ICC needs to be able to gain detailed insight among stakeholders including doctors, patients and those in the pharmaceutical trade, as to their views on these medicines in order to feed back to its clients and execute more accurate marketing strategies.

ICC also recognised that its strategy for winning new clients could be considerably strengthened by monitoring the social conversation around brands and their competitors to gain a better level of understanding of the market and key in on trends in and around it when pitching for client work and to up its success rate.

Solution: Instant real-time data to achieve strong understanding

Using NetBase, ICC was quickly able to gain key insights among key stakeholders as to their views on specific medicines and could immediately feed this back to enable fast decision making around the communication strategy for individual products.

Three of ICC’s team were initially trained on NetBase and as a result of their success it’s currently being rolled out across the entire agency to ensure that every account team is able to truly maximise the solution’s capabilities. For prospective client pitches, ICC has

RESULTS:

- Bandwidth to Support 30+ New Business Pitches
- 20% Increase in Project Size
- Reduce Research Time by over 90%

"NetBase is easy to use and has reduced a process that previously took days to a matter of hours and ensures all conversation is monitored through one central point. To have access to this level of detail has not only dramatically improved the level of understanding and detail for new campaign creation but has also strengthened our new client proposition which has seen our overall project size increase by an impressive 20%.

CUSTOMER:

ICC

SOLUTION:

NetBase social analytics platform
been able to gain a greater level of understanding of the brand and the sector as well as telling new prospects unknown insights on their market.

NetBase has also proved to be an invaluable tool in real-time content generation. With a wealth of conferences taking place across the sector being able to instantly access the key conversation trends gives ICC an edge over competitors. Previously this process took days but can now be completed in a matter of hours and the pace at which NetBase is able to feed data back sees ICC employing a newsroom type approach and pushing out valuable content in the form of both articles and infographics to its clients.

Results: Valuable Insights Help Retain Business and Increase Project Size

Since implementing NetBase the time ICC spends monitoring social conversation has been reduced from days to just hours as it no longer has to manually search for in-sights across disparate platforms. It has also been crucial in strengthening both its own knowledge and that of its clients and prospects in a sector that is continually changing. Heavy regulation in healthcare means that effective communications strategies are more challenging than in traditional sectors and NetBase helps to cut through the complexities, quickly gain strong insights and has increased the overall size of new projects by 20%.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

• Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
• Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
• Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
• Mange risk by being the first to know and quick to respond with the most comprehensive Alert Suite
• Receive best in class on boarding, support, and consulting services across your entire organization

Drug development is a highly sensitive topic where there is still considerable patient education needed. NetBase allows us to quickly and efficiently monitor the conversation and feed this straight back to our clients providing them with critical information which can directly impact the way in which a product is marketed,” explains Faisal Ahmed, Creative Technology and Innovation Director at ICC.

NETBASE BENEFITS:
• Leader in Social Analytics - according to Forrester
• 99.5% customer satisfaction rate
• 9X faster than competitors
• 70% more accurate than competitors
• Fastest growing social analytics company

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NETBASE™ ENTERPRISE SOCIAL ANALYTICS
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.