



# Best Newcomer

Sponsored by



Hosted by



## Winner

### Sofia Fionda, Branding Science

Sofia achieved the highest score in what was a very closely fought competition. She demonstrated strong understanding of brand strategy, a good focus on client needs and she performed well in both the market research related tasks and the more analytical exercises.



### Comments from the judges included:

"An exceptional performance – the **delivery was professional and seamless**"

"**Liaison with the client is very strong** through all parts of the research process which was great to see"

"Sofia was clearly mindful of how best to gain **buy-in from stakeholders** and how essential it is to integrate research findings into the brand team's thinking"

### Runners-Up

#### Amy Bowes, Kantar Health

Amy gave well thought through answers that were clearly laid out and communicated. She demonstrated a good understanding of the key issues, great planning and forward-thinking, and a strong focus on the needs of different stakeholders.

#### Kathryn Collins, Janssen

Kathryn gave a strong performance which demonstrated her ability to diagnose marketing challenges and opportunities and to think broadly about the solutions. Excellent clarity of approach, planning and prioritisation.