



# Best Newcomer

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## Winner

### Chloe Lok, Branding Science

Chloe achieved the highest overall score in a very closely fought competition. She impressed the judges with her clear thinking, well structured-answers and engaging style. She delivered particularly strong performances on the launch planning and sales analytics tasks.



### Comments from the judges included:

"Extremely clear regarding the **involvement of the client** at different stages and sharing results of the research as it is evolving. **Good understanding of the different stakeholders.**"

"Her thought process was **clearly articulated and well-structured** with good sign-posting."

"Chloe included some **thoughtful answers across the board** and demonstrated a very good appreciation of the impact of bad screeners!"

### Runners-Up

#### 2nd place:

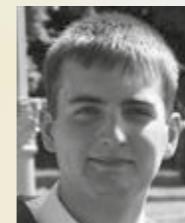


**Toby Beusnard-Bee**  
Ipsos Healthcare

#### Highly commended:



**Estelle Gras**  
Sanofi



**Shaun Lavender**  
MSD



**Isabella Muras-Struglinski**  
Janssen