



# Best Newcomer

“Boehringer Ingelheim is proud to be sponsoring the award for ‘Best Newcomer’ at the 2020 BOBI Awards. Boehringer Ingelheim is a family-owned, purpose-led, innovation-driven company, dedicated to improving health for people and animals. We are powered by our people, and therefore delighted to celebrate the contribution that newcomers deliver to our industry through fresh thinking and innovation.”

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Virtual host



Meeting the talented newcomers to our industry always instils a positive feeling, and the 2020 Best Newcomer event was no exception. Even though we couldn't meet face to face, there was a great atmosphere, with plenty of opportunity to network and chat in small groups when not actually working on the tasks.

As is often the case with Best Newcomer, the results were very close. All the entrants demonstrated a great range of skills and aptitudes and showed the flexibility to apply their existing knowledge to less familiar areas.

Particular congratulations go to our winner and runners-up, but we would like to commend all the entrants. Without exception, they demonstrated that our industry's future is bright!

## Winner:

**Helen Kirkpatrick, Branding Science**

Helen impressed the judges with her engaging communication style and confident handling of questions. She gave clear explanations that demonstrated her strong thinking and good understanding of a broad range of customers and their needs.



## Joint runners-up:

**Alex Brown, Kantar**

**Jemma Reast, Ipsos**



Newcomer entrants, halfway through the day and ready for the afternoon's challenges