

2025 MR Excellence Award Winners



**Congratulations
to our Winners!**

**2025
MR Excellence Award**

**Future
Leaders
Award**



Sponsored by Beyond Blue Insight

This has been won by
Lynna Ye
from Buzzback

'Surgical Product Portfolio
Optimization'

**2025
MR Excellence Award**

**Making a
Business
Impact Award**



Sponsored by Adelphi

This has been won by a joint
submission from
Hannah Tough
from Day One Strategy and
**Yasmin Talsi &
Joanna Dutton**
from UCB

'From complexity to clarity: a
game-changing approach to
global pharmaceutical tracking'

**2025
MR Excellence Award**

**Innovative
Approach
Award**



Sponsored by APLUSA

This has been won by a joint
submission from
**Darja Irdam,
Matthew Turner, and
Sian Thaper**
from Hall & Partners

'Revolutionising campaign
effectiveness through a
multidisciplinary approach'