

77%

Overall Skills Score

Combined performance across all assessment areas

Assessment Scores

Creative Campaign



Development

80%

Outstanding creative campaign development with innovative concepts and strategic execution

What we looked for: Creative ideas, clear thinking, and practical solutions.

How we scored this: We looked at how well ideas connected to the target audience, whether the approach felt realistic for a real campaign, and if the candidate could explain their thinking clearly. Higher scores went to responses that showed creativity alongside practical understanding of how campaigns actually work.

Data Analysis & Insights



80%

Exceptional data analysis with clear insights and actionable recommendations

What we looked for: Spotting patterns, drawing conclusions, and making helpful suggestions.

How we scored this: We checked if the candidate could identify meaningful trends in the data rather than just obvious facts, whether their recommendations made business sense, and if they could explain their reasoning in simple terms. Better scores came from insights that showed understanding of what the numbers actually mean for the business.

Written Communication



70%

Strong professional communication with good clarity and appropriate tone

What we looked for: Clear writing, professional tone, and easy-to-follow explanations.

How we scored this: We assessed whether the message was clear and professional, if it addressed the issue helpfully without being too wordy, and whether the tone felt right for the situation. Higher scores went to responses that balanced being friendly and professional whilst getting the key information across efficiently.

Strategic Planning



77%

Strong strategic planning with good analysis and structured thinking

What we looked for: Logical planning, considering different factors, and creating realistic steps.

How we scored this: We looked for plans that felt realistic rather than overly ambitious, whether the candidate thought about potential challenges and how to handle them, and if the timeline made sense for an actual project. Better scores went to responses that showed strategic thinking whilst staying grounded in what's actually achievable.