

## **Large Agency of the Year – More than 10 people**

### **Introduction**

The Agency of the Year award will be awarded to a large agency with more than 10 employees that offers either specific or a range of digital services to clients. Agencies will be judged on creative work that they have completed over the past 12 months. The judges are looking for innovative use of the online environment to execute their website and will be basing their criteria on creativity, development, delivery to brief and overall client experience.

### **Agency background**

- Agency headquarters
- Year the company was established
- Number of employees, a list of clients
- What's unique about your agency and how do you keep your employees happy?

### **Thought Leadership**

Please describe the ways in which your agency has helped to improve its business or serve as an example for the agency business.

- Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

### **Portfolio**

Include examples of work from up to three distinct campaigns that ran at any point over the last 12 months. - Campaigns can be for the same client, but showing a range of work for varying clients improves your chances.

### **Business results**

- Key market-leading campaigns
- New Business Wins
- Details of existing accounts and clients retained during the eligibility period
- Industry contribution and thought leadership.