



Created to celebrate some of the greatest contributions to marketing in the last year. Final judging decisions are made by a dedicated MAA Best Awards panel.

Use the notes below to guide you in writing your entry papers. The format is an open submission; please complete the next page and attach a suitable statement. Please note that we require a visual A1 board to be submitted as per other entry categories.

**Best Client** award is intended to reward an individual Marketing Director who has made a major contribution to their brand portfolio in the last year and is a leading exemplar to the marketing community.

**Best Breakthrough Agency of the Year** entrants will be new start-ups less than 36 months old and not newly merged organisations with prior trading history. Judges will be looking for future thinking and innovation in the way a new agency is modelled and evidenced through early significant client wins relative to staff numbers and qualified testimonials.

**Best Agency of the Year** Judges are looking for the top consultancy that represents the best industry exemplar, to both clients and other agencies, in reflecting MAA's position of championing future-thinking successful agencies. Agency submission papers should demonstrate commitment to professional agency development, particularly including wider areas such as employee cultivation and environmental/social responsibility. Also include such things as league table recognition, evidence of significant client wins, internal growth/reconfiguring investment and performance information, plus expertise in multi-discipline experience evidenced by award wins (in various national schemes of status).



## Summary of details for this entry

(Please complete all items. The agency name, or client and job title, may appear on any publicity, in the format you provide below)

<b>CATEGORY 29: Best Client of the Year</b>		<b>Best Client of the Year</b>
1.	Name of client individual:	
2.	Job title of client (who must be at the level of Marketing Director):	
3.	Why proposed?	(Please attach a supporting statement of 500 words max. Further information may be requested)
<b>CATEGORY 30: Best Breakthrough Agency</b> Must be under 36 months old. (New start-ups cannot be newly merged organisations with a prior trading history)		<b>Best Breakthrough Agency of the Year</b>
1.	Entrant agency name:	
2.	Date of formation/trading:	
3.	List principal directors names:	
4.	Why proposed?	(Please attach a supporting statement of 500 words max. Further information may be requested)
<b>CATEGORY 31: Best Agency of the Year</b>		<b>Best Agency of the Year</b>
1.	Entrant agency name:	
2.	Name of parent company (if applicable):	
3.	Why proposed?	(Please attach a supporting statement of 500 words max. Further information may be requested)
<b>For ALL entries 29-31 please complete below</b>		
(i)	Name and job title of proposing agency director:	
(ii)	Agency name and address:	
(iii)	Telephone number (and mobile optional):	
(iv)	Email contact address for this entry:	
<b>Declaration which must be signed by an agency principal or director responsible for this entry:</b> 'I have read/understood and agree to abide by the rules of the MAA Best Awards 2011.'		
(v)	<b>Authorised Agency signature</b> (must be original NOT photocopied. Print name alongside signature and date of signing).	