



Awards go virtual in industry first

The MAA (Marketing Agencies Association) have made a bold move to shift their traditional annual awards black-tie event to a virtual online awards ceremony.

Last year the MAA undertook research as part of its thought leadership on the 'Agency of the Future' with agencies revealing how budgets for awards and training are increasingly challenged. Last year the Publicis Groupe withdrew from awards focusing their resources elsewhere across the business.

Rebecca Crook, Managing Director of the MAA said: 'As a trade body we constantly ensure we represent our members and the wider industry by seeking to support, listen and respond to the rapidly changing marketplace. It is clear from feedback that the appetite for large expensive dinners just isn't there as agencies handle multiple challenges from recruiting and retaining talent to confronting squeezed budgets and profit margins.'

The #DoDifferent Awards celebrate agencies who are championing innovation and originality and are for brands who aren't afraid to challenge the status quo. Previous winners include Iris, AMVBBDO, Proximity, FCB Inferno, Leo Burnett, DigitasLBi, Space, The Marketing Store and We are Social.

Judging for the awards which took place in January 2018 saw over 175 entries with over 120 judges participating in creating shortlists for categories including Service Design, Craft, Idea and Effectiveness.

Finalists have already been notified including JWT, Ogilvy One Business, Proximity, Elvis, Livity, Nimbletank and Atomic London. On the 22nd of March, all shortlisted agencies have been informed to 'hold the date' with the MAA personally delivering throughout the day a winner's pack containing the trophy, certificate and other goodies for them to celebrate at the agency. There will be a live twitter feed throughout the day tracking the team and their movements and sharing the shortlist and winners with photos, videos and interviews.

Ali Wallace, Founder & Managing Director of DNA Recruitment, the headline sponsor and talent/recruitment partner for the awards said 'The MAA has always been the trade body who dares to buck the trend and speak out on industry concerns. We are hugely excited to be part of the #DoDifferent Awards and look forward to being out on the road on the 22nd of March awarding and celebrating some of the most innovative and creative work from the industry.'

Crook goes on 'Having worked in agencies for the past twenty-years I know that times are testing for many agencies and by developing a new inventive way in which to hand out the awards and acknowledge the winners we are saving agencies well over £3,000 which they can spend on other business priorities.'

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