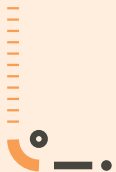




# Winners 2011



Behind the head-turning, Google-searching,  
status-writing, frequent tweeting, non-stop  
texting, hot-news-feeding, day-time-dreaming,  
viral-making, email-opening, in-store queuing,  
purchase-making – there's Table19.

At Table19, we don't really like to shout about all the attention-grabbing stuff we do for some of the biggest clients around (like **BlackBerry**, **The Carphone Warehouse** and **Sky**). But we don't mind if other people do it for us. So thanks to the MAA for awarding us with Breakthrough Agency of the Year 2011. Whisper it, but we are very, very pleased.

**We quietly create the noise that sells some of the world's most talked about products**

For a quiet chat (or an excitable natter) contact:

**Matt Broekhuizen, Managing Partner**  
+44 [0]7825 584 889  
+44 [0]20 7089 1979  
matt.broekhuizen@table19.co.uk  
table19.co.uk

**Table** **19**



## Winners 2011



This has been an interesting year for the MAA, and for the industry as a whole. Finally the shackles on budgets are loosening and agencies are pushing clients to be braver and as a result we are seeing innovative creative work from agencies across all disciplines and sectors, above, through and below the line. I'm starting to see the can-do attitude return to our industry which I think is reflected in many of the entries and just goes to demonstrate the importance these awards have in rewarding the very Best in British creativity. We were privileged again this year in having access to incredibly senior and dynamic thinkers on the judging panel, headed up by Marc Michaels from the COI, and Emma Perkins from Saatchi & Saatchi X.

The MAA was also privileged to have created a partnership with The Guardian and we have revelled

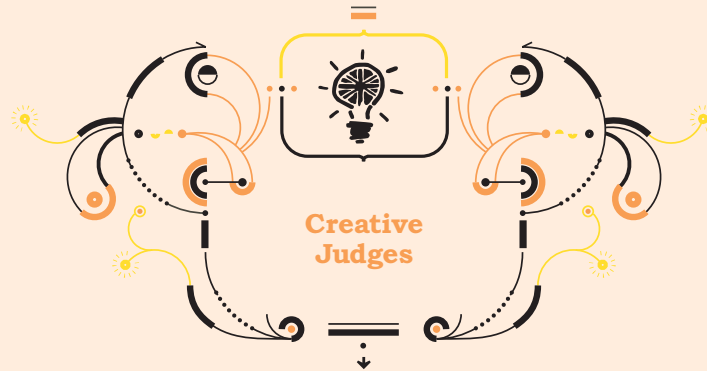
in championing our industry in front of such a wide and diverse readership, with contributions from industry legends like Martin Boase and Steve Henry to modern day stars like Flo Heiss and Steve Stretton.

The Guardian has also hosted the MAA's first ever People's Vote category – allowing the agencies involved to battle it out online and for Guardian readers to vote for their favourite campaign.

And finally, 2011 is also the year in which my term of office as MAA Chairman ends. It's been a brilliant two years and I have enjoyed seeing the MAA cement its position as a true supporter and promoter of this industry. Ian Millner, CEO and founder of iris will be taking my place and I have no doubt will take the MAA on to new and exciting pastures.

Mike Spicer, Chairman of the MAA – [marketingagencies.org.uk](http://marketingagencies.org.uk)





**Emma Perkins**



Another interesting year in the creative industry; as recovery continues it's encouraging to see agencies still pushing great ideas and well crafted work through. The ingenuity of agencies and visionary clients working together to get great work off the page, shot, filmed, or model made and ultimately running really captured the hearts and minds of the judges.

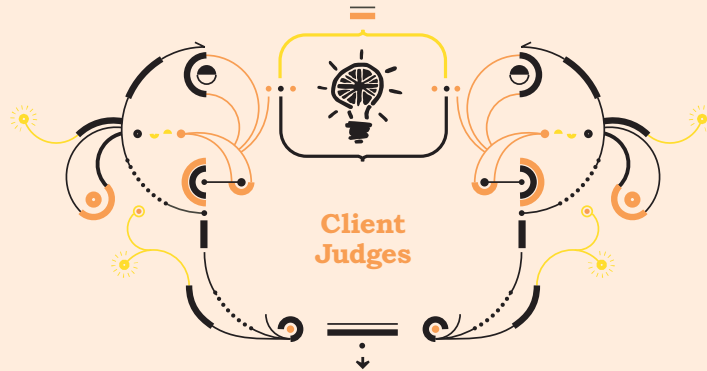
From those who had been on the panel last year it was a unanimous opinion that we had a higher standard of work to judge than previously. Many categories were better represented and we also saw a broader base of agencies entering – undoubtedly created by the partnership with The Guardian. The

second stage of judging saw the lively group of industry Creative Directors debating what was worthy of a 'Best.' I found the discussion around the craft categories particularly interesting and you'll see by what was awarded a Best in the 'Illustration' category how this pushes us to think outside of the traditional or expected and to reconsider the breadth of categories our work can be entered into.

I'd like to thank the other judges who took part over the two days and who worked to ensure that we continue to raise the bar, and drive up our creative standards. This is how we champion the brilliant and best work of the future.



Creative judging chaired by Emma Perkins, Creative Director, Saatchi & Saatchi X. Other judges: Mark Blenkinsop, Executive Creative Director, Exposure; Guy Bradbury, Creative Director, DDB London; Owen Catto, Creative Director, Live & Breathe; Louis Clement, Creative Partner, Skive; Frazer Howard, Creative Director, EHS 4D Group; Ian Kerrigan, Executive Creative Director, GyroHSR; Rob MacDonald, Creative Director, Arnold KLP; Garry Munns, Creative Director, Arc Worldwide; Alistair Ross, Head of Ideas, Drafftcb; Steve Stretton, Creative Partner, archibald ingall stretton...; John Treacy, Creative Director, Elvis Communications. The MAA would like to thank Dominic Bray and Abigail Tumulty of law firm K & L Gates and Daniel Child of the ASA for checking that entries complied with the industry codes of practice, rules and UK regulations. The ASA can be contacted on 020 7492 2222. K & L Gates can be contacted on 020 7648 9000.



**Marc Michaels**



This was the second year I have chaired the client judging of the MAA Best Awards and I was pleased to see standards raised yet again. I believe that there is a feeling of optimism amongst the entrants compared to last year, with many agencies being just a little bit more adventurous. That said, we are still facing challenging times where the Best needs to shine through to make marketing communications work ever harder at delivering business results.

Over the course of the client judging we looked at numerous examples of the industry playing a pivotal role in building trust, and influencing purchasing behaviour across the board, from finance to FMCG.

What you will see in this Book of Winners are those agencies that have worked tirelessly over the last twelve months to produce innovative work that pushes the boundaries of creativity, and delivers outstanding results. Work that is worthy of a Best Award.

With such strong entries, it wasn't a surprise that many categories, particularly the Experiential category, were fiercely debated and we had more close calls than I've ever seen before at awards' judging sessions. These had to be separated by re-voting after yet more discussion and on a couple of occasions through the chair's casting vote.

My only regret is that we could only award one winner in each category! This was especially the case with the Best of the Best campaign selection – ultimately the winner displayed outstanding results which clinched it for them.

So, thank you to all the entrants, the judges and the organisers for their excellent contribution, and congratulations to all those that have been acknowledged in this year's MAA Best Awards. Let's hope we can top it again next year!



Client judging chaired by Marc Michaels, Director of Direct and Relationship Marketing and Evaluation, Central Office of Information. Other judges: Julie Constable, Agency Selection Consultant, Marketing Agencies Association; Susan Aubrey-Cound, Director of Multi-Channel Development, Marks and Spencer; Ronan Beirne, Global Marketing Manager, Guinness; Russell Goldman, Head of Activation, Britvic Soft Drinks; Claire Parker, Marketing Director, Hammonds Furniture; Alastair Pegg, Head of Brand Marketing, Nationwide Building Society; Paul Walder, Global Marketing Investment Manager, Volvo Car Corporation.



*Best Client of the Year*



**Head of Shopper  
Marketing, Diageo**  
Louise Curran

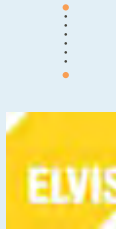


**Marketing Manager,  
Schweppes – Coca-Cola**  
Shelley Norris

“They are an amazing partnership that demonstrates how successful collaboration can be. No doubt in their campaign proposal with Saatchi & Saatchi X there were dissenters saying it couldn’t be done and the practicality, pragmatism and vision of these two clients will have proven them wrong.” (N.B. Shopper Marketing winner for the campaign, ‘Together for a Better Summer.’)



*Best Agency of the Year*



“Elvis is proof that it’s possible to undergo major agency changes and still come out top of the game. Their commitment to increasing the commercial fortunes of their clients, some of whom have enjoyed unprecedented ROI from recent campaigns, is not however at the expense of their investment in people. They manage to strike a really good balance at making money for clients and sharing the love.”



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*"I gained €90,000 on the Umbrella plan!"*



*Best Breakthrough Agency*

⋮  
○

**Table 19**



“This is an agency built on a strong foundation that’s steadily gone from strength to strength and at just over two years, has a very impressive big-league client list and billings. They have expanded consultancy beyond their founding direct expertise with significant digital investment. Bigger agencies can expect to see them as competition.”



*Best of the Best Campaign*



## Best

**Campaign**  
Renault Driving School

**Client**  
Renault UK

**Agency**  
Publicis Dialog

## Account Team

Andrew Smith  
Duncan Muller  
Pascal Meline  
Julien Regis  
Christine Didelot

**Creative Team**  
Stuart Gillespie  
Paul Bennett

“The Renault campaign showed a brilliance of understanding of the consumer and strong strategic thinking, carried all the way through to a really solid executional platform; and the results were absolutely outstanding for that market. A brilliant piece of work which we all admired.”

## Merit

**Campaign**  
3D Rugby

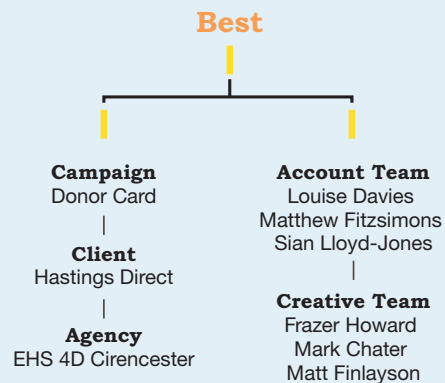
**Client**  
O2 UK Ltd

**Agency**  
archibald ingall stretton...





## *Best Strategic Thinking for a Communication Campaign*



“It was such a small budget but the thinking was really clever. The insight drove a strategy which actually went against market orthodoxy. Not only did it deliver terrific results but also showed that there’s no such thing as a dull subject.”



## **Merit**

●

**Campaign**  
Making The Dalmore Shine

—

**Client**  
Whyte & Mackay

—

**Agency**  
Union Connect

on radio,  
on tv,  
online,  
on mobile



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*Best and Most Effective Long Term Campaign*



**Best**

**Campaign**  
Continuing the Nation's  
Love of Walkers...

**Account Team**  
Sally Griffith  
Lynn Reilly

**Client**  
Walkers Snack  
Foods Ltd

**Creative Team**  
Danny Claridge  
Andy Stanton

**Agency**  
The Big Kick

“Clearly they’d had a number of years of success and effectively hit a road block around health issues; around salt and fat content, which, to their credit, they addressed head on. After this they really got round to injecting fun back into the brand through their trips around Britain and also their flavouring campaigns. What we were looking for in this category was evolution and innovation and the work for Walkers delivered in spades.”

**Merit**

**Campaign**  
The Greatest Job  
On Earth

**Client**  
SEGA

**Agency**  
Frontroom





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*Best Consumer Campaign*

In partnership with **theguardian**



**Best**

**Campaign**

A Totally Dad Dancing

**Client**

Jamaica Tourist Board

**Agency**

Draftfcb London

**Account Team**

Nick Alford  
Sarah McLean

**Creative Team**

Mark Fiddes  
Chris Walker

“Dad Dancing creatively brought to life Jamaica as a cool, laid-back destination, in a way teenagers could engage with, so they could influence the decision-making of a family holiday. It was done on a very limited budget, yet it was hugely entertaining, got picked up on the blogosphere and the results were brilliant.”

**Merit**

**Campaign**

Walkers Rainy Days

**Client**

Walkers Snacks Ltd

**Agency**

The Big Kick



Honda  
**31%**

Audi  
**41%**

Heal's  
**4%**

M&S  
**55%**

John Lewis  
**40%**

Co-operative Bank  
**12%**

Ikea  
**51%**

VW  
**37%**

Barclays  
**15%**

Toyota  
**35%**

# We've been talking about you behind your back

Find out what people are  
saying about your brand\*


Let's talk talkonomics™

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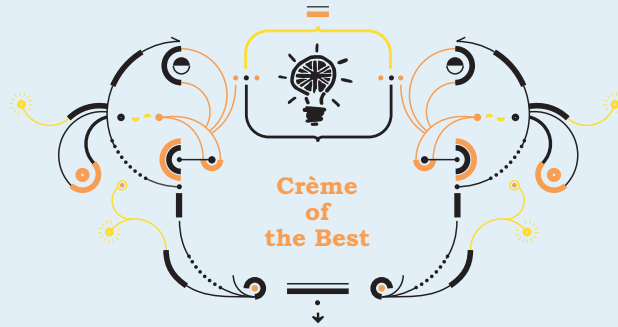
**mette davis**

+44(0)20 7907 7219

[mette.davis@exposure.net](mailto:mette.davis@exposure.net)

 **exposure**

\*talkonomics is a proprietary research project undertaken by exposure and the Centre for Brand Analysis explaining the motivations of brand advocacy through word-of-mouth across a number of categories. The brands cited above are not currently clients of exposure and are a small sample of those covered in our study.



## *Best Business to Business Campaign*

In partnership with **theguardian**



“Their target customers are highly technical-savvy people faced with new technology and onslaught of competitor messages on a daily basis. Getting serious attention and engagement which delighted them so much was a real achievement. The results were very impressive.”

Bought something today?

Our fault.



## *Best Integrated Communication Campaign*

### Best

**Campaign**  
McVitie's Dunk or Not?

**Client**  
United Biscuits

**Agency**  
Wax Communications

**Account Team**  
Sophie Bjorkenstam

**Creative Team**  
Phil Pawsey  
James Mayfield  
Chris Vincent  
Pip Foster



“It’s a text book example of an integrated campaign with a really simple category insight at its heart, supported with a consistent and simple execution right the way through the line at all consumer touch points.”

### Merit

**Campaign**  
St George's Day Game

**Client**  
London Wasps

**Agency**  
Bamboo Marketing  
Communications



### Merit

**Campaign**  
Rockstar Service

**Client**  
Virgin Holidays

**Agency**  
Elvis



# The Art of Production

These award-winners all have one thing in common. Simple, strong ideas. But even the best ideas don't count for much unless they're executed with care, flair and talent. That's where we come in. We're Gutenberg Networks, a full-service, post-creative production house.

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Like your clients, we're media neutral. And like you, we're passionate about the creative product. After all, production's more than a business. It's an art.

Lots of our latest work is up for awards tonight; the Volkswagen, Financial Times and Tourism Australia campaigns, for example. But to learn more and find out what we can do for you and your clients, call Simon Steel on 07540 002 203 or email [simon.steel@gutenberg-networks.co.uk](mailto:simon.steel@gutenberg-networks.co.uk)

Gutenberg  works

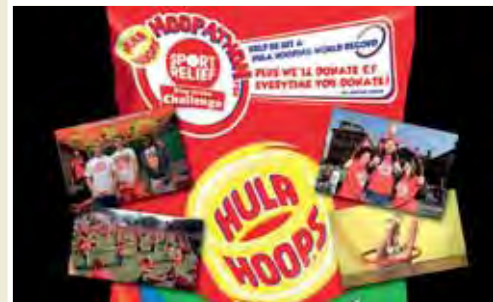


*Best Collaborative Communication Campaign*



“They really demonstrated fantastic collaboration with a neat idea that came through very strongly in the campaign and in the results.”

**Merit**





*Best Communication Campaign Featuring Experiential Marketing*



**Best**

**Campaign**  
3D Rugby

**Client**  
O2 UK Ltd

**Agency**  
archibald ingall stretton...

**Account Team**  
James Bartram  
Sam Slee

**Creative Team**  
Geoff Gower, Matt Morley-Brown,  
Mark Hanson, Kristian Foy,  
Jon Biggs, Andre Head,  
Jamie Warren, Mihhail Trunov

“It brought customers across the whole country to experience something, tapping into a real human insight, a real human need, and really did something for the benefit of the customer and giving the brand some relevancy outside its immediate sponsorship. For some, the experience possibly even superseded going to the arena itself.”

**Merit**

**Campaign**  
Lynx Fever Brazilian  
Hot Mud Wrestling

**Client**  
Unilever

**Agency**  
The Lounge Group





## *Best Communication Campaign Featuring Owned Digital Media*

### Best

**Campaign**  
Style of the Day

**Client**  
More! magazine –  
Bauer Media

**Agency**  
The Lounge Group

**Account Team**  
Kate Thurlwell  
Belinda Surjadi

**Creative Team**  
Martin Homent



“The ‘style of the day’ concept was beautifully simple and highly polished in its execution, generating much judging envy. The strength of partnership between More! and Miss Selfridge together with their engagement through Facebook were instrumental to their success; results both online and offline were impressive.”



### Merit

**Campaign**  
Stimulate Your Senses

**Client**  
Wrigley France

**Agency**  
Exposure



*Best Communication Campaign Featuring Paid-for Digital Media*



**Merit**

**Campaign**

Can you understand children?

**Client**

Children's Workforce  
Development Council

**Agency**

Draftfcb London

*Best International Communication Campaign*

In partnership with



**Merit**

**Campaign**

Pampers Unicef

**Client**

Procter & Gamble

**Agency**

Saatchi & Saatchi X







*Best Communication Campaign Featuring Sponsorship*



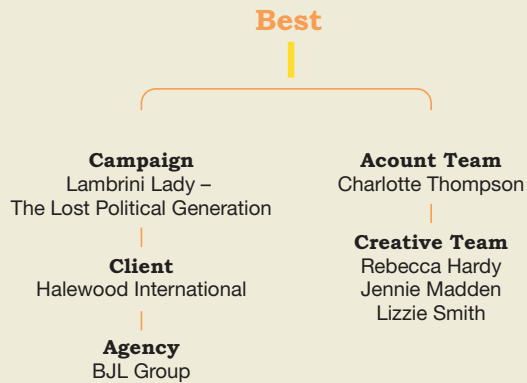
“It was a very insightful, very carefully and well crafted campaign that delivered on many fronts. It turned around the fortunes of that brand seeding a whole new audience and all on a very limited budget.”

**Merit**





## *Best Communication Campaign Featuring PR*



“The most exciting part of the campaign was that Lambrini actually broke into the social discourse. Once your brand is being talked about as part of an election campaign, and as an important part of that narrative, you’ve hit the gold.”



### **Merit**





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We represent a new style of marketing services business which brings together the **science** of proprietary software, the **brains** of planning and the **flair** of marketing consultancy to create more value from your customer data and just as importantly, enable you to deliver highly personalised, often automated messages to your customers' based on their most recent interactions with you.

Luckily Genting wanted to shout about their successes, and as well as the MAA kindly giving us this award Genting also won The 2010 Marketing Society Gold Award for CRM, as well as awards and nominations from the Data Strategy Awards, Marketing Week Awards and DRUM. So this campaign's no fluke you know!

So if you fancy a chat about how we can make you a hero then give me a call –  
Quentin Boyes 020 8994 9977.



## Marketing Software Solutions

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## *Best Communication Campaign Featuring CRM*

**Best**

**Campaign**  
Changing Tactics When  
the Chips are Down!  
⋮  
**Client**  
Genting UK  
⋮  
**Agency**  
Marketing Software Solutions

**Account Team**  
Quentin Boyes  
⋮  
**Creative Team**  
Simon Wallis



“An outstanding case study of how a data-driven, insight-lead customer marketing strategy can motivate and deliver absolutely stunning results.”

## *Best Communication Campaign Featuring Shopper Marketing*

**Best**



**Campaign**  
Together for a Better Summer

**Client**  
Diageo GB / Coca-Cola GB

**Agency**  
Saatchi & Saatchi X

**Account Team**  
Ant Hopper  
Simon Goodall  
Andrew Blakeley  
Miles Burton

**Creative Team**  
Holly Whittaker  
Matt Chandler  
Emma Garry

“On the face of it, it’s a simple idea. It’s almost impossible however to get drinks and mixers merchandised together. This was a clever and insightful platform driven by a hugely collaborative effort to overcome barriers to purchase, which retailers could get behind and truly support.”



*Best Communication Campaign Featuring Sales Promotion*



“With the Robinsons campaign there were three strong aspects; firstly the promotional link to their ‘be natural’ positioning, secondly the campaigning aspect in terms of providing homes for a million birds and thirdly, how they dovetailed it together to deliver a very clear and efficient promotion, with tremendous results.”

**Merit**





## *Best Communication Campaign Featuring Advertising*

### Best

**Campaign**  
Don't Go Zombie...  
Go Virgin Trains

**Client**  
Virgin Trains

**Agency**  
Elvis

**Account Team**  
Carl Ratcliff, Nathan Gainford,  
Mark Nelkin,  
Catherine Willingham,  
Tom Duckham,  
Tamsin Northridge

**Creative Team**  
Danny Brooke-Taylor,  
Ben Clapp, Nick Bird,  
Lee Smith, Clare D'Andrea,  
Daniel Headey, Kerry Roper,  
Stuart O'Neill,  
Marek Oleksicki



“Creatively Don't Go Zombie... was very on-brand for Virgin and typically brave. It was attention grabbing and engaging, managing to get across quite a difficult message and change behaviour. It did it very well, and very effectively.”



### Merit

**Campaign**  
Rockstar Service

**Client**  
Virgin Holidays

**Agency**  
Elvis



*Best Communication Campaign Featuring Direct Marketing*



**Best**

**Campaign**  
Renault Driving School

**Client**  
Renault UK

**Agency**  
Publicis Dialog

**Account Team**  
Andrew Smith  
Duncan Muller  
Pascal Meline  
Julien Regis  
Christine Didelot

**Creative Team**  
Stuart Gillespie  
Paul Bennett

“It showed a brilliance of understanding of the consumer and strong strategic thinking, carried all the way through to a really solid executional platform; and the results were absolutely outstanding for that market.”

**Merit**

**Campaign**  
FT Business to Business Card

**Client**  
Financial Times

**Agency**  
DDB UK





## *Best Small Budget Communication Campaign*

### Best

**Campaign**  
Volkswagen Servicing

◦  
**Client**  
Volkswagen

◦  
**Agency**  
DDB UK

**Account Team**  
Lesley Smith  
Ewen Whyte

◦  
**Creative Team**  
Chris Lapham  
Deborah James



“This was an unexpected and charming piece showing really innovative content for its market. It was also refreshing to see a mailed DVD creating cut-through, which felt quite retro against today’s email technology, yet very effective.”



### Merit

•  
**Campaign**  
Renault Driving School

◦  
**Client**  
Renault UK

◦  
**Agency**  
Publicis Dialog



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In partnership with 

*Best Illustration*



**Best**

**Campaign**  
See Every Ball

**Client**  
Tourism Australia

**Agency**  
DDB UK

**Account Team**  
Fiona McArthur  
Sarah Lambert  
Patricia Synephias

**Creative Team**  
Darren O'Beirne  
Lisa Wallace  
Dave Jennings

"It was a totally different way of approaching illustration and as an exemplar of award-winning illustration, showed a different way of thinking, a different way of producing something."

**Merit**

**Campaign**  
Don't Go Zombie...  
Go Virgin Trains


**Client**  
Virgin Trains

**Agency**  
Elvis





**Best Photography,  
Illustration and  
Typography**

In partnership with  Precision Printing

*Best Typography*



**Best**

**Campaign**  
Drink a Little Less,  
See a Better You

**Account Team**  
Kath Mainprize  
Janine Horsfall  
Charlotte Thompson

**Client**  
ChaMPs Public  
Health Network

**Creative Team**  
Si Hall  
Steve Wilks

**Agency**  
BJL Group

“Typography is a discipline that has been usurped by computers over craft, and when you see something that has been crafted so well like this to work then it looks amazing.”

**Merit**

**Campaign**  
Steam and Go

**Client**  
Philips

**Agency**  
iris





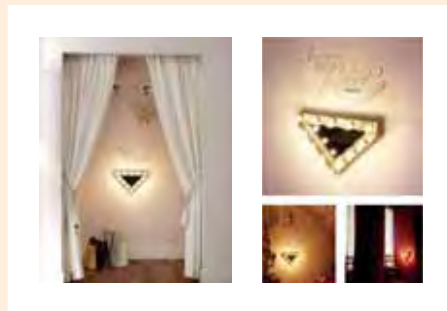
In partnership with 

*Best Photography*



“The Philips photography could have been really elaborate with lots of steam and lots of models. By using glasses as a metaphor and distilling the communication into its simplest core elements, it clearly did a very good job.”

*Best Creative Point of Sale Or In-Store Theatre*



“As a piece of theatre to raise awareness of the product, it really stood out. It was thought-provoking, engaging and very distinctive.”




See what our hidden camera saw at the MAA Awards 2011.

Premieres March 4th, from 12:30.





*Best Art Direction*

In partnership with Gutenberg works

**Best**

**Campaign**  
Steam and Go

**Client**  
Philips  
⋮

**Agency**  
iris

**Account Team**  
Stefan Zoltowski

**Creative Team**  
Tim Clegg  
Phil Kitching  
Oliver Eliot  
John Murphy



“The simplicity of the composition was excellent. It made you look twice to examine the picture more closely; at first it looks like it’s just a piece of photography for a fashion brand and then you notice the steamed up glasses and it draws you in to examine the label a bit more.”



**Merit**

**Campaign**  
Don't go Zombie...  
Go Virgin Trains

**Client**  
Virgin Trains  
⋮

**Agency**  
Elvis



## Best

**Campaign**  
Operational  
Effectiveness

**Client**  
O2 UK Ltd

**Agency**  
archibald ingall stretton...

**Account Team**  
Chris Dodson  
Dan West

**Creative Team**  
Spencer White, Andy O'Carroll,  
Matt Morley-Brown, Steve Stretton,  
Paul Grainger, Ellis Faint

“It was beautifully written, really nicely art directed, really simple and if I was an IT manager I'd scan that in and send it to everybody in my company.”

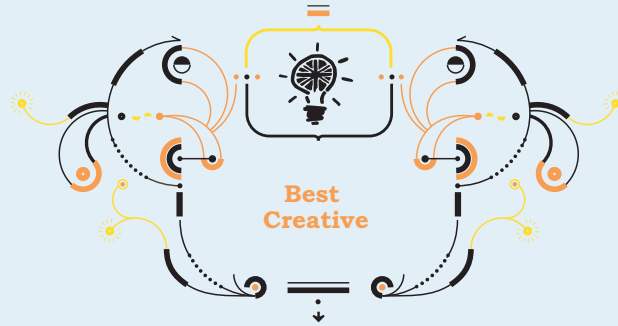
## Merit

**Campaign**  
Vogel's Love Toast  
(ToastTone™ App)

**Client**  
Nicholas & Harris

**Agency**  
Bray Leino





*Best Creative Digital Communications*

**Merit**

**Campaign**  
Don't Go Zombie...  
Go Virgin Trains

**Client**  
Virgin Trains

**Agency**  
Elvis



**Merit**

**Campaign**  
The Great  
Boomerang Throw

**Client**  
Tourism Australia

**Agency**  
DDB UK



*Best Creative Direct Communications*

**Merit**

**Campaign**  
Marmite cereal bar –  
have we gone too far?

**Client**  
Unilever

**Agency**  
iris





**AN MAA? IS  
THAT A JAB?**

# SMITHY

## THE PEOPLE'S RACEHORSE

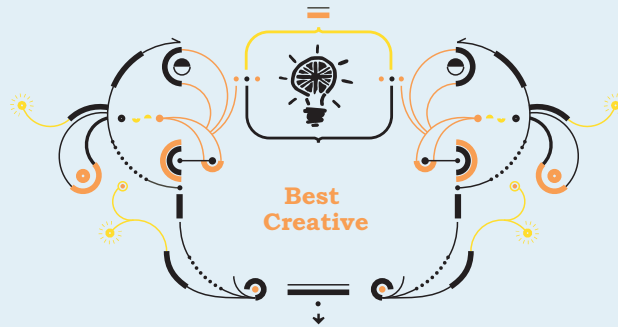
THE 'NO NONSENSE' CAMPAIGN NOMINATED  
FOR FOUR MAA AWARDS CREATED BY SPACE  
FOR JOHN SMITHS.

space

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)



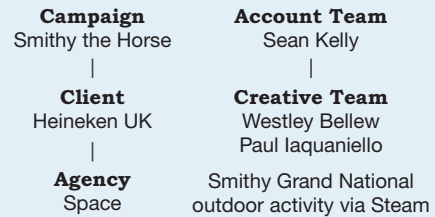
**NO NONSENSE**



*Best Creative Sales Promotion Communication*



**Best**



“Smithy was campaigned very nicely through each of the channels. It was a great piece of sales promotion which was also innovative. For the audience there is a seamless connection between John Smith’s and racing so it worked really well as an extension of the brand.”

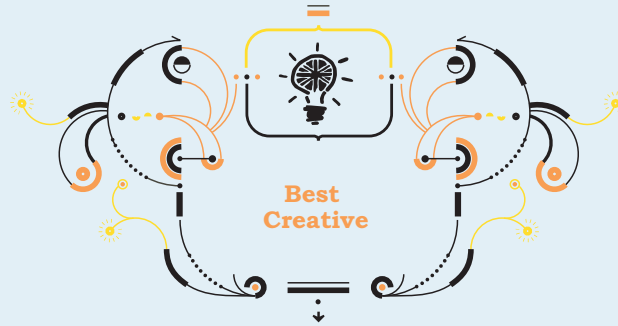
**Merit**

●  
**Campaign**  
Peperami Fanimal 2010

↓  
**Client**  
Unilever UK

↓  
**Agency**  
Billington Cartmell





*Best Creative Advertising Communications*



**Best**

**Campaign**  
Steam and Go

**Client**  
Philips

**Agency**  
iris

**Account Team**  
Stefan Zoltowski

**Creative Team**  
Tim Clegg  
Phil Kitching  
Oliver Eliot  
John Murphy

“Steam and Go, just instantly feels really classy, it’s very well executed yet it’s also very simple.”

**Merit**

**Campaign**  
Don't Go Zombie...  
Go Virgin Trains

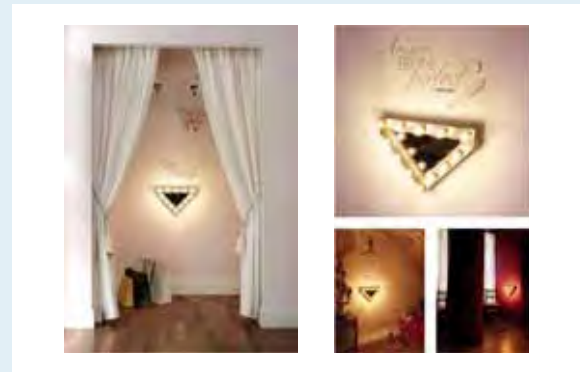
**Client**  
Virgin Trains

**Agency**  
Elvis





*Best Creative Ambient Media*



“It was really well targeted, very well placed and beautifully executed. It was also charming, and very commendable for a sensitive product.”



## Merit


**Campaign**  
Drink a Little Less,  
See a Better You

**Client**  
ChaMPs Public  
Health Network

**Agency**  
BJL Group



*Best Development of Agency Talent*

In partnership with 



**Best**

•  
**Agency**  
Life Agency

“Life Agency is so named because of its core focus and proposition around people. Their leadership programme, working across every level in the agency, makes leadership accessible to all, both in their achievement of professional and personal life goals. It’s a refreshing approach.”

**Merit**

•  
**Agency**  
Ogilvy Action



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## The Best in British Marketing Exhibition

*A gallery of the Best Awards 2011 winners, 7th to 18th March*

The Guardian, 90 York Way, Kings Cross, London, N1 9GU.

The Best Awards annually champion the most innovative, cutting edge and inspiring marketing work produced by the UK's top creative agency talent. Organised by the Marketing Agencies Association (MAA), whose aim is to help agencies of all sizes develop their business, there are various entry categories which reflect agency diversity, innovation and results. All the Best winners here have played a pivotal role in building trust and influencing purchasing behaviour across the

board, from finance, travel, leisure to fast-moving-consumer-goods. The work was judged by a top panel of experts including leading clients and creative directors.

The 2012 Call for Entries will be launched in association with The Guardian during August 2011. If you are looking to appoint a creative agency, contact the MAA on 020 7535 3550, who will be pleased to find you the right partner to develop your business.

**theguardian**



**maa**

Marketing  
Agencies  
Association

