



BEST CLIENT, NEWCOMER AGENCY AND AGENCY OF THE YEAR

MCCA MARKETING WEEK AWARDS for BEST CLIENT OF THE YEAR , NEWCOMER AGENCY AND AGENCY OF THE YEAR will be judged by an independent industry panel after preliminary votes have been cast by readers of Marketing Week.

MarketingWeek

MEDIA PARTNER

*Please complete all sections on the separate voting form.
Deadline 27 January 2010*

BEST AGENCY OF THE YEAR Please vote for one of six agencies:

The Big Kick

A REMARKABLE YEAR OF CHANGE!

It's March 2009. What do you do at the deepest point of the UK's darkest recession? You buy a sales promotion consultancy of course! So Alistair Mitchell, founding partner of The Marketing Store, teamed up with Barbara Holgate, Shelley Davies and Danny Claridge to buy The Big Kick from founder Debbie Simmons. It was a deal unique to the industry - a hybrid of 'buy in' and 'buyout' - which allowed Debbie to leave on the day of the sale!

How have we managed?

Six months on, we've delivered our most profitable period in over 10 years of trading.

We've retained all staff, kept all existing clients, and picked up Stella Artois and Heinz.

We've also added nine more to our client list...McCain, Ryvita Minis, I Can't Believe It's Not Butter, Irish Beef, Café Direct, Warburtons, Quality Street, Aero

and Tate and Lyle

In April we won 4 ISP Awards including another Gold for Walkers Brit Trips.

In July, we put 1.2 Billion promotional packs onto the shelves, for five leading brands.

Our long term client partnerships are thriving. Since the success of 'Walkers ipod' in 2005 and the seminal 'Brit Trips' in 2008, followed by 'Gary's Great Trips' (£1.8 billion rewards, 100% third party funded), we've delivered consistently. We've been a client think tank member on the 'Do us a Flavour' promotion achieving 1.1million entries and 100,000 website sessions a day during August 2008.

Our integrated campaigns have been fruitful, often working with other agencies across disciplines, for example, on the Nivea Q10 campaign. We staged the largest ever customer product trial, distributing samples, to capture over 60,000 opinions, which provided an unassailable platform for a women's press and radio campaign. The impressive figures were used to create consumer testimonials that weakened competitors' constantly advertised claims, based on only a handful of endorsements.

We've helped small budgets talk big for Jordans, Irish Beef and Wagon Wheels, where we transformed an old favourite, with a WWE total pack makeover, into an exciting Dads and Lads brand, with 50% of consumers increasing consumption.

Like most responsible businesses, we do all we can to meet the green agenda. But our most profound contributions towards helping the planet are, our new location and the sustainable thinking we do for our clients, which helps change the population's behaviour. Like most of our clients, we've chosen not to add to the congestion. Our new offices amidst 1700 acres of countryside are a breath of fresh air. Twice the space for growth, as we develop our experiential and digital services. The perfect natural surroundings for staff to keep healthy and get more in touch with nature.

Looking at the year as a whole, we are on target to deliver a 48% increase in net profit! And all this achieved whilst preparing and delivering a complete change in management and board structure.

We think this is the business performance of the year!

EHS Brann Group

This year, the EHS Brann Group has won:

Barclays Wealth, CESG, Jacobs Creek, British Military Fitness, World Horse Welfare

Our work this year has:

- helped change the nation's eating habits and tackle child obesity with the COI's most successful campaign ever (official!), Change4Life.
- incorporated in the biggest innovation in the music industry, Spotify, and helped the Peugeot's customers 'DriveSexy'.
- launched <http://www.multitaskers.com/> , an online journey which kicks down the "3rd wall".
- launched purehmv, Britain's first ever loyalty programme for an entertainment retailer.
- allowed Malt Whisky fans to match their malts to their food/evening/tastes with the iPhone Malt Matcher
- developed a platform for easyJet which allows them to send out 300 million relevant emails a year and launched our eCRM offering.

We helped launch some fabulous new loyalty schemes

As our heritage EHS Brann Group has been part of some of the biggest loyalty and reward scheme launches in the UK this year.

HMV's reward scheme 'purehmv' went national after a successful pilot in May 2009, offering customers some great 'money can't buy' rewards for their brand loyalty. And Odeon's 'Première Club' went live in August, offering cinemagoers the chance to collect points to redeem against future movies, popcorn and other treats.

We also relaunched Tesco Clubcard (again!), and the loyalty card that we launched for Waterstone's has gone from strength to strength, picking up a IDM Diamond Award.

These schemes are prime examples of how loyalty and rewards schemes are good for business and how the EHS Brann Group continues to deliver relevant and market-leading data, digital and direct services.

Recruited and rewarded:

We've recruited best-in-class new starters. Craig Walmsley joined us as Head of Digital for the Group and Managing Director of Euro RSCG 4D Digital after 11 years at AKQA, whilst Chris Minas took up the Technology Director role.

We've rewarded hard work and great performance internally. Tracey Barber, who formerly looked after EHS Brann Cirencester's New Business function, took over as Group Marketing Director, in July. Sue MacLure had spent 3 years working for our data arm, EHS Brann Discovery before becoming Head of eCRM in March. Dan John stepped up from a Senior Project Manager role to become Operations Director, and Ol Janus has just recently been promoted to MD of EHS Brann Discovery.

And I was a Face to Watch – which was fantastic! :-)

Customer Behaviour Changing:

We've continued to change consumer behaviour. As well as our Change4Life work, we relaunched our (already multi-award winning) Carbon Calculator for the DECC (formerly DEFRA), making it even more personal. We've helped our sister agency, Euro RSCG London, launch the tck, tck, tck campaign across the globe – gaining support from Kofi, Bob and even Brangelina in a battle to tackle climate change.

Last year, we seen the introduction of Greenius (which picked up the "Best Innovation" award at this years MCCA Awards), our in-house green initiative which encourages staff to be green by rewarding them with the costs saved. Well, this year it has gone from strength to strength, gaining more news coverage, winning more awards and our clients are even embracing it and have launched the scheme in some of their offices!

We've also had success at the following awards:

- CBI – Defra, Carbon Calculator – First British Winners
- MCCA Best Awards – 1) Talisker, Diageo, Best Photography, 2) Foster's, Best Copy, 3) Greenius, Best Agency Innovation, 4) Talisker, Best Website
- Gramia – Foster's Weekender
- Green Business Awards – Best Internal Communication, Greenius
- IDM Business Performance Award – Waterstone's
- DMA Awards – 2 Golds, Launch and Acquisition, Change4Life, (plus a silver and a bronze)

Elvis

2009 has seen Elvis go from strength to strength:

/continued...

Despite recession, **Elvis** saw **income growth of 5%** and **people growth of 10%**.

Organic growth coming from **P&O Cruises, T-Mobile**, the addition of **Virgin Holidays'** Travel City Direct and VHip brands, and **Mitchells & Butlers'** Innkeepers Lodge.

Significant wins across direct, digital and promotional marketing came from **Digital UK, DRDB, NBA, Premier Foods, Tetley, Wrangler** (Europe) and **Virgin Media** (through Spike digital). An impressive client list in its own right!

Our clients faced recessionary challenges, with consumer behaviours proving tougher to influence and change. Yet we have delivered some **incredible results**:

- Virgin Trains **customer recruitment grew by 10%**, with **750,000 incremental journeys**
- Travel City Direct saw a **20% uplift in conversion**
- We helped **save a further £25m** for HM Revenue & Customs
- Virgin Holidays achieved a **4% increase in repeat bookings** and a **7% increase in average revenue**
- Digital UK saw **record levels of recall** in direct marketing

Elvis continues to win **awards** and push **innovation**. Our **Cannes Lions win for Virgin Trains** digital interactive poster demonstrates how our creative product has evolved, **integrating expertise in technology and user experience in the creative concept process**.

Creative leadership has strengthened with the hiring of Ben Clapp (ex Creative Director Tribal DDB) and Carl Eatson (ex Creative Director Iris).

Elvis now has **breadth and depth that is second to none**, with expertise across the customer journey, from **new store design** for T-Mobile to a new **e-commerce website** for Virgin Trains, and from **complex direct marketing** for Digital UK to **live experiences** for NBA. And, Elvis continues to delight existing clients, with **Sir Richard Branson personally commending our work** for Virgin Holidays.

Further business recognition came in 2009, when **Sunday Times Best Small Companies** placed Elvis as **11th in the UK**. Furthermore, our philosophy of being good citizens as well as good business people bore fruit, winning a **special award from the Sunday Times for 'Giving Back'**.

Key to our ongoing success is that we **encourage people to take ownership and responsibility for making things happen at Elvis**. They set the agenda and run initiatives such as our **green, charity and entertainment teams** and are given budget responsibility. They also created and run our intranet **Graceland**, which has become an icon of Elvis culture - developed with no involvement or policing from senior management. Most recently the entire agency was invited to design artworks for the walls at Elvis. The winning six designs were commissioned and appropriate fees were paid to staff members for usage. This **freedom to be creative and to make things happen** is a great foundation for driving Elvis' client business forward.

We knew that following last year's successes would be a hard act to follow, but our business has evolved in many exciting ways. The commitment of our people and the relationships we have with our clients have propelled us forward in the toughest times, continuing to place us at the top of our game.

Frank PR

1. Fee income, profit and profit margin set the pace in the industry

Frank continued to show strong growth with fee income totalling £6.1m by the end of Aug '08 (25% up on Frank's previous financial year). Pre tax profit continued to rise as did profit margin

2. New clients keep on rolling in

A pitch success rate of 73% was achieved in the period (up from 65%). With 95% of credentials meetings leading to pitch. New clients included Aviva, Britvic/Drench, Casio G-Shock, Sagatiba, ClearVision, Crown Paints, DCSF (Department for Children, Schools & Families), Foxy Bingo, L'Oreal/Nutrisse, Rethink, Innocent, Timberland, Disney XD, RNIB, Bupa, DrinkAware and Compare the Market.

3. Organic growth strategy pays off

The Management team nurtured Frank's 'super clients' (Multi-brand clients) where opportunity existed for Frank to work with numerous brands. This strategy underpinned the company's performance as Frank secured the PR contract for the Whitbread Hotel & Restaurant portfolio (in addition to existing Whitbread client Premier Inn) and also added PepsiCo owned brands; Walkers Sensations, Monster Munch, Doritos & Red Sky to its snack clientele. Premier Foods broadened with additions of Hovis, Loyd Grossman Sauces, Ambrosia, Hartley's and Sharwoods.

4. Once a Frank client...

Client retention virtually 100% with founding clients – Brylcreem and Amshold (the holding company for Sir Alan Sugar's business interests) – remaining clients 9 years on! Only one client was lost in the period.

5. Staff love working at Frank

Home-grown talent is blossoming with internal promotions resulting in 80% of account directors at the company having started their careers with Frank PR as trainees. Frank's formal internal training programme involving monthly sessions on core PR skills supplemented by talks by industry experts is reaping the investment.

The annual staff survey showed the highest ever scores in response to questions about "enjoyment", "inspiring people", "confidence in the agency", "direction", and "motivation". 2,150 people enquired directly about jobs at Frank (up 140%)

6. Great ideas, great campaigns

Frank continued to demonstrate big thinking, no-holds barred creativity, delivering campaigns with tons of talkability® - The Kit Kat Senses 'Only Girls Aloud' campaign won Best Consumer PR campaign at PR Week Awards and Best Integrated European Marketing Campaign at SABRES. The Gymbox Human Weights Campaign and Rethink's Time to Change initiative were shortlisted for PR Week Awards 2009 while GymBox went on to win a European Excellence Award.

7. Frank went down under

Frank PR launched in Sydney March 2009, headed by Aussie Myf McGregor (who started at Frank as an AE and returned to Oz as MD) and was in profit by month three, with four staff and eight clients.

8. PRadvertising™ and PRexperiential™

Frank carved a niche for productising these services. PRadvertising™, advocating an approach to maximising client's ad campaigns, was successfully launched as Frank's work for Hovis' new advertising campaign was acknowledged by Campaign Magazine as a key factor in the brand winning the publication's 'Campaign of the Year'

The incorporation of PRexperiential™ - live experiences/events that deliver PR results - contributed to income increase. From creating the world's first 100 metre bar for Budweiser marking the brand's Olympics involvement to a celebrity-filled pop-up store in Covent Garden for Fila's 35th anniversary.

9. Frank saves the planet!

Frank started a 'movement' to help save the planet – adopting Emperor Tamarin monkey, Frankinho ('Little Frank') who resides at Twycross Zoo. His blog, www.frankinho.org is where he talks about his life, and secures celebrity support and messages. Alistair Campbell, Kevin Pieterse, Piers Morgan, and Saint & Greavsie all made appearances – helping drive visitors to numerous environmental protection organisations, linked to the site. Everyone at Frank plays their part securing celebrity fans

10. This year is not a blip or a fluke

Frank has shown consistent growth, profit and quality of work since 2000. We're not a flash in the pan. We're established, reputable and continue getting hotter!

MBA

MBA has had the best year ever in its history, achieving year on year growth in profit of over 80%. And this in spite of losing EDF to European consolidation. Success is down to organic growth, new business and focused internal operations.

Organic growth has come mainly from Accor Hotels and Mercedes-Benz. For Accor we expanded into digital, the Etap brand and two highly successful multibrand campaigns. Mercedes-Benz engaged MBA for a secretive pilot scheme for car servicing. This has involved proposition development, creating marketing collateral and constructing a staff training website.

We always focus on delivering the numbers for our Clients. National Trust membership from direct channels is up 50% and paying visitors are up 11%. The AA saw a 66% increase in response when the new ad ran in March. Having grown in a declining market, Everest was highly commended in the IDM Business Performance Diamond Award. Mercedes-Benz has received recognition from JD Power & What Car? for its aftersales and Ibis was voted BDR's best budget business brand.

We are firm believers in performance by results and have achieved 100% bonus for several clients. The smallest PRP bonus we received was still 75%. We are proud to deliver effective work for our Clients – they're happy too as can be witnessed by the testimonials on our website.

Our biggest win was the AA, where we have been employed to drive sales across the business by creating a unifying positioning and a responsive integrated campaign. "For the road ahead" is being rolled out across the AA, including the Patrol vans.

We've also won Embraer Executive Jets, Myelephantbites and Mercure hotels. These wins meant that we finished 17th in Campaign's business performance league (in the creative agency classification).

Internally MBA have increased focus on digital which now accounts for 38% of income, growing 45% year on year. 30% of the people in the agency are now digital specialists.

We've re-structured our creative department, breaking up the creative team. "Architects" are responsible for the big ideas and "Developers" take those ideas and bring them to life. This has delivered considerable efficiencies as work can be channeled more effectively and people can focus on what they're best at.

We are committed to personal development and use the IPA's CPD scheme. We have "digital breakfasts" where we invite people to talk about latest market developments. In addition to formal internal training such as presentation skills we also send staff on training courses to broaden skills e.g. an "offline" Mac designer recently learnt Flash. Personal development is not limited to training. The agency has equipped everyone with iPhones to ensure that staff understand the technology as well as function efficiently. We've implemented a childcare voucher scheme and a bike to work scheme.

We are active in the marketing community, regularly writing articles, joining debates and presenting our opinion. MBA takes on 12 work placements each year, setting Dragon's Den style assignments to give a flavour of the industry.

Saatchi & Saatchi X

Why Saatchi & Saatchi X should be agency of the year

2009 was the year that Saatchi & Saatchi X and its shopper marketing approach stamped its mark on London's advertising industry. We've strived to innovate by pushing shopper marketing into new channels and building new capabilities. And because we recognize that shoppers today not only want good products and value – but good values and experiences too, we've set ourselves a new, higher-level purpose – to improve shoppers' lives.

The energy and drive to build on success

After picking up more awards than any other agency at the MCCA's last year, we went on to produce more award-winning work and see a phenomenal 15% revenue growth in a very tough marketplace. Much of this growth came from significant new business wins, including: Cadbury, DiageoGB, Samsung, Britvic, Ella's Kitchen

We also saw organic growth from Starbucks and P&G, both of whom entrusted us with new assignments, new brands and new territories across EMEA.

More award-winning work and phenomenal results

Building on 2008's MCCA and ISP success, so far this year we've secured a coveted spot in the 2009 D&AD annual, a place on the Campaign BIG awards shortlist and, just for fun, a Chip Shop Award. And one of the creative highlights of our year – the Guinness 250 promotion – saw more pints of Guinness being sold on a single day in Ireland than any other day in the brand's history.

Investing in people

With all this growth, we've been more reliant on the hard work, talent and ambition of our people than ever before. So we've continued to invest in their career development:

- Xploring – we invested £48,920 of our people development budget into sending our planners around the globe gathering insights to write richer, more relevant briefs.
- Saatchi X Factors – quarterly off-site sessions to share and celebrate the work.
- Away Day – annual learning sessions, such as 'structuring for sustainability' in 2008 and 'the art of selling' in 2009.
- PSPs (Personal Sustainability Planning) – working with Saatchi & Saatchi S, we have all developed PSPs to help us become sustainable as individuals and an agency.
- Training – for personal development, such as presentation skills training, Patrick Collister's creative training and the MCCA's 'Excellence' courses.

Strengthening our team

We've strengthened our team with a number of new hires – taking our London headcount from 28 to 37. We have new people in client service, creative, support services and planning. Because we're a multi-disciplinary creative agency, we've hired great people from across the industry, from agencies including G2, Leo Burnett, Iris and Billington Cartmell. We've also bucked the trend by recruiting a graduate trainee planner, from the Retail Innovation course at ESADE business school in Barcelona.

Future-planning

As we start planning for 2010, we're thinking about the direction the industry is moving in and how we continue to point our clients in the right direction. We have more planned hires in digital and we're working with media partners to develop an in-store media planning and measurement tool. Most of all, as the agency that pioneered shopper marketing, we're committed to pushing our way of thinking further, towards new media channels, strategic innovations and groundbreaking, results-driven creativity.

BEST NEWCOMER AGENCY *Please vote for one of three agencies*

Life Marketing Consultancy

Formed: 1 October 2007

Principals: David Poole & Ian Humphris

2 Years in the Life...

As we celebrate our second birthday (1st October), we are proud to count Mars, Nestle, Molson Coors, Arla, Purina, Dr Oetker and Punch Taverns amongst our clients with brand work as diverse as Carling, Grolsch, Cravendale, Kit Kat, Shredded Wheat, Bakers, Dolmio and Chicago Town Pizza.

We have maintained a consistent pitch winning streak and proved adept at getting onto rosters (like Nestle, Mars and Molson Coors), despite our brief trading history playing against us. We believe this has cemented our position as one of the fastest growing through-the-line agencies around. More importantly, it has proven that the Life approach is convincing senior clients that there is a different way of doing things.

The key for us is to get clients to accept our Brand to Shelf planning model, to take every element of the below the line mix as seriously as they do their brand advertising. This gives us the permission to work in areas and disciplines that we wouldn't normally. It also bridges the gap between consumer marketing, customer marketing and shopper marketing. We plan campaigns with the channel and the shopper at the forefront, always linking back to a robust ROI model. If we can own the thinking, we can own the execution.

We have forged partnerships that add real strength to our offer – Billetts Marketing Sciences for objective ROI consultancy and modeling, Tangerine for profiling and segmentation of the incredible data available from dunhumby (amongst others). We often research our work before we present it to our clients. All this makes our recommendations pragmatic and compelling and we can prove what we do works.

'Question everything' sums up our attitude, it's our approach to everything we do. And we have applied it as much to the way we run our business as to the work for our clients.

We wanted to ensure we attracted the best people and rewarded them accordingly. So we looked at the best packages in the industry and we made them better. We give our people 30 days holiday as a starting point. We pay them to learn something interesting – from photography, the guitar, dancing, whatever takes their

fancy – as long as it's meaningful and life enhancing. And we expect them to 'Give Something Back' every year. Raising money for charity or giving up their time. We have raised nearly £25,000 in just 2 years.

And we have been able to do this without any external investment. Which gives us the freedom to make long-term plans and reward our people well for exceptional performance, without answering to an outside investor's need for a quick return.

In our first 24 months we have defied the downturn growing from 3 to 36 people, with a year 2 turnover of £4 million, a client list to be very proud of and an extremely varied mix of work.

Pretty Green

Formed: 4 July 2008

Principals: Mark Stringer

Launched 4 July 2008, PrettyGreen is a new independent Agency. We could say we're the new breed of this and that and that we're unique, but isn't everyone. We'd rather say we think we're relatively smart, enjoy cracking strategic brand problems, love seeing work come alive and just want to work with like minded people.

Through the line, below the line, above the line, we're not sure there even is a line any more. What we do know is that we're a brand Agency, who know how to develop and deliver marketing campaigns for brands. **In a little over year we have grown from 2 to 16 people, haven't lost a pitch and won over £3.5m of business.**

Two broad and innovative services:

- 1. BRAND INCUBATOR** – Investing our expertise and time in return for equity or long-term profit share of new business start-ups. Brand architecture, propositions, naming, creative identity. Business partnerships include revolutionary new retail food concept The Kitchen and Metropolitan Spirits a new global white spirits business.
- 2. BRAND COMMUNICATIONS** - Creating and delivering marketing communication campaigns forentertainment and lifestyle brands - Clients include Red Bull, Nando's, Cadbury 2012, Cadbury Flake, Trident, Macmillan Cancer Support

Pretty Green CAMPAIGNS:

- Successfully helped create a new brand, creative identity and launch revolutionary new retail food concept The Kitchen - create a weeks worth of everyday meals with Michelin Star Chef Thierry Laborde for £35 www.visitthekitchen.com
- Pretty Green Re-launched Red Bull Bedroom Jam; created 1st band to virtually headline a UK festival (Download)
- Helped Robbie Maddison back-flip Tower Bridge for Red Bull delivering 160m media impacts in the UK
- Powered up Battersea Power Station; Red Bull X-Fighters delivers, over 110m media impacts
- Successfully launched Red Bull Cola for Red Bull, 1st brand extension.
- Unwrapped Beyonce for Trident. Guerrilla, viral, experiential and amplification
 - 100 Single Ladies, Piccadilly Circus; 2 million YouTube views
 - Created a user generated content programme with youtube and Kiss FM with over 5000 entries to meet Beyonce on-stage
 - Played a giant game of Musical Chairs for "last chance to grab a seat" which saw "musical" chairs distributed all over London and 300 people turn up at Westfield for a giant game, supported by Capital Radio
- Created "Wrapper's Delight" initiative for Nando's Wraps. Internal and external programme asking staff to produce music videos. Videos then used as external creative campaign.
- Organised and executed 3 City skateboarding tour for Nando's with over 2000 kids given opportunity to try skateboarding. Creation of partnerships with leading skate brands and a viral video of "skateboarding chicken"
- Delivered an integrated digital, promotional and PR campaign for Macmillan's World Biggest Coffee morning. FEEL GOOD. Sourced 12 money can't buy experiences (Helicopter ride Neil Fox, Strictly Come Dancing Lessons with Kristina, Coffee & Breakfast with Radio 1's Comedy Dave etc. 120k unique visitors, 60+ pieces of coverage
- Working with Fallon and PHD created new long-term integrated brand platform for Cadbury and London 2012
- Created a new brand with Metropolitan Spirits, Trademark approval on name and logo. Developed identity and product. Full production commencing in December 2009.

FINANCIAL INFORMATION IS CONFIDENTIAL to the final judging panel.

Table 19

Formed: 1 February 2008

Principals: Matt Broekhuizenh, Damian Kirby, Mark Smith, Laura Kinghorn

Table19 was launched in February 2008 with an often-claimed but rarely delivered-upon promise: to put the client first. We believe that by truly getting to know a client's business and understanding the way it works, we can make a real difference. Taking this as our guiding principle, we ensure that everything we do is driven by the simple aim of doing things better.

Since we launched we have been working with some of the UK's biggest databases to build marketing, segmentation and communication strategies that encourage our clients' customers to spend more and stay longer.

With a heritage in direct marketing, we believe firmly in making customer experiences more relevant and timely. Today's consumer is too savvy and media-sophisticated to respond to communications that appear irrelevant or outdated. No matter which media channel we use, we communicate in ways which are relevant, motivating and wherever possible entertaining.

This involves delivering the kind of thinking and creativity only found in the best agencies. It means using media in new and creative ways. It means developing sophisticated new ways of communicating with customers. Ultimately it means creating the kind of communication that people want to receive.

To us, the barriers between traditional media and new digital technology don't exist. We simply use the most appropriate medium to achieve our clients' goals.

As a result of working this way, we will achieve billings of £2.4 million by the end of our second year. We now employ 27 staff. And we work with some of UK's biggest clients: Sky, Carphone Warehouse, News International, The White Company, Geek Squad, ESPN, Fulham FC, Ladbrokes, PokerStars, BlackBerry and e2save.

Our vision is ambitious – we want to become the best agency to work for and the best agency to work with by 2015. We believe that only by striving to achieve this goal will we continue to keep all our clients as satisfied as they are now:

"The best thing about working with Table 19 is that they understand Sky and how we work. They offer a flexible approach and have worked on a wide range of projects, going to extreme lengths to help us achieve, and often exceed, our goals." **(Mark Anderson, Director of Customer Marketing B SkyB)**

“What impresses me about Table 19 is that they really do what other agencies say they do – they invest the time to get under the skin of our business, to understand our customers, our business objectives and challenges and then they respond intelligently and creatively to briefs with work that delivers. And on top of all that, they are a really nice bunch of people – positive, enthusiastic and bright.” **(Gary Ryan, Interim Director of Customer Contact, News International)**

“During our recent pitch process, it was apparent from the start that Table 19 were the right agency for us. They demonstrated strong strategic thinking and delivered some exciting creative ideas but what really set them apart was their passion, energy and determination...” **Fiona Strang, Marketing Director, The White Company**

BEST CLIENT OF THE YEAR *Please vote for one of four clients*

Ronan Beirne, Global Marketing Director, Guinness

A remarkable achievement

International superstars. A global event that will be talked about for years. A trip into space. Six million euros donated to charity. Record-breaking sales figures. Guinness 250 had all of these...and more. To celebrate the 250th anniversary of the world's favourite stout, Guinness ran arguably the biggest promotion the world has ever seen. A promotion that saw more pints of Guinness sold in one day in Ireland than on any other day in the brand's history – including any St. Patrick's Day. And the man who gathered, inspired and managed an all-agency team including Saatchi & Saatchi X, Saatchi & Saatchi, Freud, Red Urban and JKR to deliver Diageo's first ever truly global campaign is Ronan Beirne.

The challenge – create a truly global paradigm-shifting campaign

Whilst Guinness is a brand loved by many, relatively few drink it. And the problem is the same the world over. Ronan was set the challenge of using Guinness' 250th anniversary to recruit a new generation of Guinness drinkers. A generation of lager drinkers, who drink in packs and see Guinness as a drink for bearded intellectuals, lonely old men or St Patrick's Day. It was no small challenge.

Working with an amazingly talented Guinness brand team, Ronan broke this remarkable brief down into four pillars:

- The remarkable story (of Arthur Guinness)
- Remarkable experiences (amazing, never-done-before competition prizes)
- Remarkable celebration (a global toast on Arthur's Day)
- Remarkable gestures (launching the Arthur Guinness Trust – a charitable foundation to help local communities)

Then, over a period of almost two years, Ronan orchestrated a campaign worthy of Arthur Guinness' legend. He had to engage the global brand team in Dublin, but more importantly, key markets across the world. Ronan painstakingly ensured the campaign had local relevance and support by gathering insight initially, seeking feedback throughout development and finally through research.

Combining vision with ambition to deliver phenomenal success

Throughout the development of campaign, Ronan ensured we remained true to our initial ambition, fighting tirelessly to push harder, reach higher and break boundaries. His vision never faded, his enthusiasm never waned and his excitement was infectious. The scale of the brief and Ronan's ambition for the project were fully realized on 24th September 2009. The inaugural Arthur's Day was a spectacular success celebrated in 130 countries. The central event at the Guinness Brewery in Dublin, broadcast in pubs around the world, saw Tom Jones, Dizzee Rascal and Kasabian play an intimate gig to competition winners. Razorlight, Paolo Nutini and The Undertones played celebratory gigs at small venues around Dublin. And on 16 October, three lucky people will win the chance to experience Guinness in some remarkable places on, and off the planet - on a trip into space on Virgin Galactic, a journey in a Guinness submarine bar and at a private studio session with the Black Eyed Peas.

Guinness 250 was a phenomenal success and Arthur's Day will now become the legacy of the brand by becoming an annual event for Guinness globally over the next 250 years. In fact, thousands have already signed a petition calling for it to be a national holiday in Ireland.

Pete Charles, Doritos Marketing Controller, PepsiCo UK & Ireland

Pete's impact on the Doritos brand is unquestionable. Since joining the brand in 2007 as Senior Brand Manager, brand value has grown from £88million to £116million and 2009 Doritos sales are up 14% year on year. 18 months ago the brand had no database and no digital presence; it now has a database of over 120,000 and 55,000 Facebook fans.

(Pete Charles continued...)

So how has Pete achieved this? And why do we believe he deserves the accolade of MCCA Client of the Year 2010?

Passion for the brand

Pete displays an infectious passion for the brand, inspiring and motivating the wider team around him. Pete couldn't be more hands on, happy to roll up his sleeves and immerse himself in the planning and day-to-day implementation of Doritos campaigns, whether it be testing technology and facing 6 Dodgeball-firing canons, or signing off pack artwork on Christmas Eve. Pete's dedication to the end goal, continued pushing of creative boundaries, willingness to try new things and constant striving for excellence has produced two fantastic MCCA award-nominated campaigns this year; '*Doritos iD3*' and '*Doritos Dodgeball*'.

Living and breathing his audience

Pete truly understands the Doritos target audience, uncovering insights through research and immersion. It was Pete's idea to give up his Sunday and enter a Dodgeball tournament to meet real Dodgeballers. He can often be seen interacting with Doritos fans through Facebook and Twitter and drives PepsiCo IT department insane with his requests to access banned sites for 'research purposes'!

Embracing the digital revolution

With a fickle and cynical 18-24 year old audience, Pete recognises the need to evolve the Doritos brand and has moved it forward in the digital arena, using cutting-edge live streaming for '*Dodgeball*', and taking online branded content to a new level with the '*iD3*' advergaming. He knows his market inside out and how they live online, keeping Agencies on their toes with his up-to-date knowledge!

Managing the multi-Agency community

Pete holds the gold standard for Agency relationships. He understands how to get the best out of his Agencies, treating them as an extension of his brand team. Pete leads a multi-disciplined team from AMVBBDO, Frank PR, Initials and OMD. Involving them in all strategic planning with inspirational briefing sessions, Pete insists on a collaborative integrated response and isn't precious about where the idea originates, yet sets clear lines of responsibility. He encourages cross-Agency weekly meetings to ensure excellent project management, communicates success where relevant and awards praise when due. You're as likely to see Pete in the pub with his Agencies celebrating a new campaign as in a meeting with the PepsiCo Operations Board.

And finally....

With unbelievable sales results, the award-winning '*You make it we play it*' campaign already under his belt, and several more awards in the pipeline for '*Doritos Dodgeball*' and '*Doritos iD3*', it's not surprising that Marketing Magazine tipped Pete as one to watch in the '*Next generation 2008*'.

Next step '*MCCA Client of the Year*'!

Anita Fox, Head of Marketing Communications, Volvo Car UK

This has been a hugely challenging year for every sector – but the automotive market in particular. Despite this – or perhaps because of it – Anita Fox, Head of Marketing Communications at Volvo has turned her energy levels up to eleven, grasped her role with even more vigour and has played a substantial role in bucking the market trend. As a result, in a year where the market has contracted by over **15%**, Volvo hasn't just held its market share, it's *grown* it – and in the face of less expensive cars in its segment, too.

Anita has played a significant role in this, primarily by fostering a fantastic relationship with her agencies and genuinely treating them as an extension of her Marketing Department. One positive result of this is how it fosters a hugely proactive attitude from her agencies in terms of presenting speculative work – one of *the* bugbears of clients *dissatisfied* with their agency relationships. For example, Volvo were one of only 2 car brands that had ads in the press the day after the Budget scragpage announcement with fully worked out finance figures – something Anita had a central role in. And in recognizing our superfast turnaround, she sent us chocolates with a note so kindly written it made one of our account handlers cry.

From an Agency point of view, Anita is close to being the perfect client. She knows how to balance expressing her own views with being able to step back and giving agencies room to express theirs – and enough respect to accept them, even when it might be contrary to her own. She's even been known to use the phrase "Well, I'm not sure – but you guys are the experts..." *Gold dust*.

She's also open minded-enough to explore and adapt to changing market demands – moving away from TV in favour of a more online/below the line approach to this Summer's DRIVe Campaign, for example, and using it to inform her future strategy. And while she's continually monitoring her competitors' activity, she never seeks simply to blindly follow it or dismiss it out of hand in an overly-partisan way.

Anita's equally committed to creating an open and honest client/agency dialogue in terms of managing the performance of both. She's committed to quarterly performance reviews and is equally committed to acting on feedback from each of those full day sessions.

She's also been very active in fighting to give Marketing a strong share of voice on the board at Volvo – even in the face of this year's challenging financial backdrop – but manages to do this without ever getting bogged down in 'politics.' Perhaps it's because of this that as well as forging strong relationships with senior members of the Agency, Anita is also seen as being just as approachable by junior members of the Agency – and within her own team, as well.

Quite simply, Anita manages to combine being a pleasure to work with and a force to be reckoned with. We love her.

Magnus Halvang, Marketing Director, CEMEX UK

CEMEX UK has been transformed by Marketing Director Magnus Halvang. Appointed in 2006 Magnus introduced a strategic and customer centric approach that has delivered rich rewards through innovative product development, improved customer perception and increased margin.

Although the efficacy of Magnus' approach has been most evident in results achieved during the past year, the foundation of his initiatives, and indeed Magnus' inspirational and innovative approach, go back further.

In common with most manufacturing brands, marketing within CEMEX was traditionally reactive. Immediately upon appointment Magnus began transforming the marketing function at CEMEX, his impact is felt across the strategic function of the company as a whole, and has led directly to new products being launched and sales targets being smashed.

Magnus has encouraged and enabled top management buy-in, providing a clear 'line-of-sight' of strategic initiatives to commercial teams, colleagues and peers, with a firm focus on raising the profile and role of marketing within CEMEX. Effective communication was critical in achieving this, so instead of using marketing terminology the language within the Marketing Team at CEMEX UK now bears more similarity to that of management consultants.

Underpinning the transformation of CEMEX UK's approach was a move from 'marketing planning by intuition' to 'fact-based marketing planning'. The goal was to create a new structured, customer-focussed approach to marketing initiatives, their development and implementation. A comprehensive Business Driven Marketing Strategy was the tool that helped achieve this transformation.

The marketing strategy was developed using the guiding principles of the Japanese strategic planning philosophy "Hoshin Kanri". Its thinking allows corporate goals to be formalised and cascaded through an organisation by creating measurements and accountability.

The planning process began with discussions with the CEMEX UK President to ascertain the overall business objectives for the company. Magnus then discussed key commercial objectives with each business unit head and a commercial goals map was produced. Targeted activities were developed to support and leverage each commercial objective.

The final marketing strategy overview took the form of a temple providing each member of the marketing team with the full context of where their area of work and priorities fit in with their colleagues' and how it relates to business objectives.

Strategic and Operational Highlights over the past year that are directly attributable to Magnus' approach include:

- Advertising campaign leading to a 7% increase in brand awareness in 2008.
- New product identified and launched leading to a £5.4m increase in sales and 19:1 incremental profit against investment.
- New Web Strategy increasing online sales leads by £16m in two years, a six-fold increase.

The Marketing Department of CEMEX UK deserve to be recognised for their commercial focus as well as the outstanding results achieved through adherence to a rigorous strategic planning process. The business driving role that the marketing function now holds in the company is arguably a showcase for any industry.

Magnus' leadership and his commitment to using marketing to achieve commercial objectives means Key Parker has no hesitation in proposing Magus Halvang as Best Client.