

Campaign Brief

AWARDS 2021

AGENCY OF THE YEAR

The Campaign Brief WA Agency of the Year is the most prestigious agency award in Western Australia.

This award recognises the agency that Campaign Brief believes has delivered the best all round performance in the past year.

The following criteria are not definitive but may be useful as a guide for submissions.

1. Clients

This covers new business wins and losses, plus any expansion from your existing clients that has resulted in extra campaign work for your agency.

2. Campaigns & Awards

This covers your agency's creative awards, other campaign awards AND any awards your clients have won for their marketing communications that you have been involved in.

It may also include any campaigns that have achieved success for your clients against their campaign objectives. Essentially, it is any work that the agency is particularly proud of.

3. Staff

This covers significant staff developments, which may include:

- new appointments
- training initiatives
- overall staff growth
- staff appointments/contributions to boards, committees, education etc
- new and/or increased shareholders if appropriate

4. Integration

This criterion covers any significant campaigns or developments your agency has undertaken in the last year that demonstrate your capacity work beyond traditional main media, an increasingly important attribute for agencies.

5. Business Performance

Hopefully, your successes in the above criteria were reflected in the overall financial performance of the business. We understand that specific financial details are confidential and we do not expect these to be included, but an indication of percentage growth over the previous year and/or against the forecast for the year would be useful (No, we aren't able to verify that the figure you supply here is accurate but we're more than happy to rely on your honesty).

Other developments

Of course, you are not limited to these five criteria and if there are any other highlights or developments that you consider noteworthy, please include them. Things such as technology upgrades, new divisions or business units could fall under this.

Content creation, data & analytics, public relations and social media capabilities are examples of areas that are becoming increasingly common as part-and-parcel of agencies service offering.

Please include a USB with hi-res jpegs of your best work of the year plus a photograph of your staff that we can use in our extensive coverage.

Our coverage of Agency of the Year will again include a major story on the successful agency and the finalists in the special awards edition of Campaign Brief, sent to all subscribers and on the Campaign Brief WA website.

Submissions may be sent via email to kim@campaignbrief.com or delivered to Campaign Brief WA, Suite 5, 82 Reserve Street, WEMBLEY.

The deadline for submissions is Friday, January 29, 2021.