

2025 JUDGES' COMMENTS

BEST DIGITAL MARKETING CAMPAIGN — RETAIL

Sponsored by **PIMENTO.**

WINNER

Brave Bison & New Balance

The judges were impressed by the level of detail and consideration taken by the team to deliver strong results in a highly competitive space. The approach to the challenges faced and how these were overcome showed us that the team had clear objectives and an award-winning mindset from the start. Well done!

BEST DIGITAL MARKETING CAMPAIGN — RETAIL

Sponsored by **PIMENTO.**

SILVER

Evolutd & Puckstop

The judges thought this was a really clever, creative campaign displaying impressive integration between PPC and SEO to ensure continuous campaign awareness. The teams actions contributed to some brilliant results, exceeded the objectives they set out to achieve and earned some worthy recognition in a tough category!

BEST DIGITAL MARKETING CAMPAIGN — FINANCE

WINNER

Cedarwood Digital & Cash Lady

Cedarwood Digital & Cash Lady have delivered a solid campaign, using creativity and structured thinking to tackle difficult talking points. The implementation and use of different mediums impressed the judges and the results speak for themselves. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — TRAVEL / LEISURE

WINNER

Route Agency & First

The judges thought this was a well-executed campaign with sophisticated use of contextual messaging. The creative approach, especially in aligning ads with local events and activities, clearly resonated with the audience and drove exceptional engagement. The contribution to sustaining vital bus routes, and supporting environmental goals is impressive, and the ROI achieved is commendable. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — TRAVEL / LEISURE

SILVER

Modo25 & Great Rail Journeys

Modo25 did an excellent job of navigating a complex website migration with strong ranking improvements and growth in revenue. Their excellent planning and execution impressed the judges, and clearly paid off in the results.

BEST DIGITAL MARKETING CAMPAIGN — ENTERTAINMENT / SPORTS

WINNER

Bonded Agency & Primal Strength

The judges thought this was a very thorough and articulate entry, with brilliant examples of strategic thinking. The target audiences were clearly defined, with strong B2B and B2C segments. The team have shown a clear focus on the objectives and despite the challenges faced they have delivered an extremely successful and well-executed campaign, with positive results.

BEST DIGITAL MARKETING CAMPAIGN — THIRD SECTOR

WINNER

Impression & Cancer Research UK

The judges thought this was an impressive campaign with an innovative approach and strategic use of data which set the team apart from the competition. The ability to adapt and optimise campaigns in real-time is impressive, and the YoY revenue is significant. It's great to see how this campaign's success has strengthened the client relationship and the clear analysis allowing for positive future development.

BEST DIGITAL MARKETING CAMPAIGN — PUBLIC SECTOR

WINNER

CNS Media & Togetherall

The judges were impressed by the multichannel approach used in this campaign, leading to great results on a really important project. The team used brilliant creativity and achieved impressive CPC from the TikTok channel, and the overall impressions and registrations speak for themselves. The importance of this campaign shines through in the work of this campaign and the team should be proud. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — EDUCATION

WINNER

Wrapped & Ackworth School

The judges thought this was a brilliant campaign led by a solid, tested strategy and unique ideas. The video was incredibly effective and really made the entry stand-out. The team delivered some amazing results for a client who can't shout about themselves in the usual way. Well done!

BEST DIGITAL MARKETING CAMPAIGN — HEALTH & BEAUTY

WINNER

Cedarwood Digital & Salt Of The Earth

The judges thought this was a clever campaign that overachieved the objectives set, despite clear challenges and a low budget. The team had a strong approach and were considerate of the needs of the customer, which came through in the messaging. Well done!

BEST DIGITAL MARKETING CAMPAIGN — AUTOMOTIVE

WINNER

Impression & Marmalade

Impression and Marmalade have delivered a clever, thoroughly detailed campaign, using data to create a compelling story. The team achieved some admirable link placements and with the resource available, delivered on the objectives and produced brilliant results. Well done!

BEST DIGITAL MARKETING CAMPAIGN — REAL ESTATE

WINNER

Bind

Regarded as one of the best written entries the judges have ever read. Bind used a brilliant outside of the box approach to demonstrate their great insights and clear understanding of the clients business metrics, which delivered the results they set out to achieve. An incredibly fun entry from a worthy winner.

BEST DIGITAL MARKETING CAMPAIGN — HEALTHCARE

WINNER

Republic of Media & NHS Greater Manchester

The judges thought this was a highly impactful public health campaign that combined emotional resonance with strategic execution to drive meaningful behaviour change. The team used exceptional targeting and creative implementation, and the achieved results demonstrate substantial progress towards the long-term goals. A worthy, award winning entry.

BEST DIGITAL MARKETING CAMPAIGN — FASHION

WINNER

Bonded Agency & Bravissimo

In the judge's opinion, Bonded Agency have delivered an excellent example of a full-funnel campaign, tackling the challenges of launching Bravissimo in a new, highly competitive market. The use of data-driven strategies, influencer partnerships and creative storytelling has clearly paid off. The team should be proud of this achievement and the impressive results achieved. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — FASHION

SILVER

The SEO Works

The judges were impressed by The SEO Works data-driven approach and creative use of cross-channel strategies, which delivered impressive results, boosting revenue and expanding the brand's reach. The entry was well written, with great imagery throughout and we applaud the team for the work delivered throughout this campaign. Well done!

BEST DIGITAL MARKETING CAMPAIGN — HOME & GARDEN

WINNER

OCPR & The Steel Gallery

The judges thought this was a professional, well-rounded campaign with clear objectives and impressive results. The effective use of digital marketing and practical website tools significantly boosted revenue, customer engagement and organic growth. An excellent, innovative entry. Well done!

BEST DIGITAL MARKETING CAMPAIGN — PROPERTY & CONSTRUCTION

WINNER

Bind

The judges thought Bind delivered a refreshing entry, which stood out as award-winning from the start. The team set out clear, measurable, ambitious targets and used a creative data-led approach to optimise budget and maximise returns. The passion towards the objectives and method of delivery is clear throughout and contributed to the success of the campaign. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — FINICE

WINNER

CNS Media & EV Extras

The judges thought this was a successful campaign that delivered strong results and demonstrated the benefit of investing in filling the top of the funnel and building credibility for brands, alongside a focus on sales. The team built trust and added a meaningful narrative to the campaign that shone through and surpassed all key objectives. Well done!

BEST DIGITAL MARKETING CAMPAIGN — B2B

WINNER

Brave Bison & Markel

The judges thought this was a strong and well-executed entry. The audience insights and strategy were brilliant, and the paid search strategy was clearly well thought through, leading to some big wins and strong results that had a direct impact on the bottom line. Congratulations!

BEST DIGITAL MARKETING CAMPAIGN — B2C

WINNER

Evolutd & Puckstop

The judges thought this was a brilliant campaign that excelled in implementation and results, with particularly strong technical innovation. The data-driven approach was smart and the balance of PPC and SEO coverage was impressive. The great testimonials are a glowing testament to the work the team have delivered. Well done!

BEST DIGITAL MARKETING CAMPAIGN — B2C

SILVER

One-Two & BlindsbyPost

The combination of strategic thinking and tactical execution made this entry stand out to the judges. The team demonstrated agility and strategic thinking through their data-driven approach, and they delivered a well planned multi-channel campaign with impressive results.

BEST LOW BUDGET CAMPAIGN

WINNER

Cedarwood Digital & Salt Of The Earth

The judges thought this entry demonstrated outstanding strategic thinking and innovative ideas from the team and stood out as a clear winner. The use of persona targeting and strong data was impressive and the campaign exceeded expectations with a very reasonable spend. Outstanding work, well done!

BEST INTEGRATED CAMPAIGN

WINNER

Evolutd & Puckstop

The judges thought Evolutd delivered a very strong entry, led by a clear strategy to guide their client through a transition period of their web migration and produced great results. The outstanding integration of SEO and PPC and creative problem solving resulted in record-breaking revenue growth and strategic wins which showcased the campaigns success. Congratulations!

BEST PPC CAMPAIGN

WINNER

Cedarwood Digital & Watches2U

The judges thought this was a really interesting multi-channel campaign with clear objectives, commercial KPIs and a solid, tested strategy. The team have used their unique ideas to produce some impressive results, and the client testimonial is stand-out, proving this campaign is award-worthy.

BEST PPC CAMPAIGN

SILVER

One-Two & VonHaus

The judges thought this entry was a pleasure to read and made a very compelling case for recognition! The team demonstrated creativity and courage with their approach and it's great to see that despite the challenges faced, they achieved some strong results for the client.

BEST SEO CAMPAIGN

WINNER

Cedarwood Digital & Patient Claim Line

The judges thought this campaign showed strong strategy, creativity and results in a competitive EEAT niche. The team have demonstrated how a thoughtful, audience-driven approach can deliver measurable business outcomes, even within a challenging regulatory environment and a low budget. In a tough SEO category, this campaign is award worthy. Congratulations!

BEST SEO CAMPAIGN

SILVER

UpShift & Nextbase

The judges thought this was an exceptional submission, deserving of high recognition. The effective use of Digital PR and creative content boosted traffic, revenue and search visibility, and achieved some brilliant results in a competitive market. Well done!

BEST USE OF DATA & INSIGHTS

WINNER

Cedarwood Digital & Patient Claim Line

The judges thought this was a brilliant entry that demonstrated a well thought through use of data to exceed targets, with in-depth personas backed by good insights, leading to a well-executed campaign. The understanding of the audience and research techniques was impressive and it's great to see how the data was used to make improvements in multiple areas.

BEST USE OF DATA & INSIGHTS

SILVER

Route Agency & First Bus

The judges thought this was a brilliant entry that really told the story of the campaign. The use of audience insights was creative and the team clearly understood the requirements, executed the project seamlessly and delivered solid results.

BEST USE OF SOCIAL MEDIA

WINNER

ilk agency & White Cloth Hall

The judges thought this entry demonstrated a clear and well-defined strategy, which translated into fantastic results. The multi-channel campaign was creative and the use of Instagram was incredibly well done. The entry was very well written and stood out as a clear winner. Congratulations!

BEST USE OF VIDEO

WINNER

Lake District National Park

The judges thought the videos created were expertly crafted and told a brilliant story. The focus on authenticity and diversity really made this entry stand out, and the content clearly achieved what was laid out in the objectives and delivered some very good results.

BEST PODCAST

WINNER

SocialChain

The SocialMinds Podcast has proven itself to be an effective tool for new business by featuring some impressive brands and showcasing internal talent. The integration of video content on social platforms and the ability to pivot into successful live events, has demonstrated the team's creativity and strategic vision. The judges have no doubt that the team are cementing their status as a top marketing podcast. Congratulations!

BEST COLLABORATION WITH A CONTENT CREATOR

WINNER

Linney & West Cornwall Pasty Co

The judges thought this was a brilliant collaboration and the partnership was well-aligned to deliver and achieve the objectives. The team had a clear understanding of the targets and goals, and the work they have done in order to achieve these is impressed. A brilliant campaign. Well done!

BEST WEBSITE

WINNER

Pixelbuilders & The QHotels Collection

The judges thought this was a complex project that showed clear value by achieving key metrics for the client and delivering outstanding results. The website design effectively reflects the brand and the improvements made show strong expertise within the team.

BEST ECOMMERCE WEBSITE

WINNER

Evolutd & Bauer

The judges thought this was a clever campaign with strong consideration towards the needs of the customer, implementing features to solve both B2B and B2C needs in one place. The level of detail was impressive and despite the challenges faced and low budget available, the team delivered over and above the objectives and produced some great results.

BEST MARTECH

WINNER

Salesfire & Salesfire AI

The judges thought this was an interesting product, aligning seamlessly with the evolving Martech landscape, addressing privacy-first concerns whilst delivering personalised experiences with unmatched pricing. The dual-targeting approach highlights the products flexibility and broad market appeal and it's clear the team have effectively addressed some critical challenges in eCommerce. Well done!

BEST DIGITAL TOOL OR SOFTWARE

WINNER

Simul Digital & Morf

The judges were impressed by the strong case studies and testimonials provided, proving that this innovation has found its audience. The tool designed to meet a consumer need is simplifying the buying process, adding value in the buying journey and delivering clear results. The teams focus on solving real eCommerce challenges shows a deep understanding of the industry. Well done!

BEST CHARITABLE / CORPORATE SOCIAL RESPONSIBILITY AWARD

WINNER

Sykes Holiday Cottages

The judges thought this was a very impressive entry with sustainability at the heart of what Sykes Holiday Cottages do. The commitment to people, community and the planet really shone through, and the way volunteering and fundraising is so embedded into the company culture is hugely commendable. A worthy winner!

BEST AGENCY CULTURE

WINNER

Evolutd

The judges were impressed by Evolutd's outstanding submission and it's clear to see that the agency's people-focused approach is not just a feel-good initiative but a driver of both team happiness and business success. The way social responsibility and community support have been woven into the core values really sets them apart and the retention and testimonials validate all the hard work that makes Evolutd deserving of this award.

DIGITAL FREELANCER OF THE YEAR

WINNER

Lauren Archer Etherington > Archer&

The judges thought that Lauren's niche focus on agency marketing and PR has delivered outstanding results, making her a standout freelancer in the digital space. Lauren has been honest about the inspiring challenges she has overcome and she should be incredibly proud of all she has achieved. Congratulations!

NEW AGENCY TO WATCH

Sponsored by **tribe GLOBAL**

WINNER

Climb & Conquer

Climb & Conquer delivered heart and soul with their entry and impressed the judges with their commendable commitment to ROI for clients and building a positive agency for employees. It's clear through the agency's history and values that they are a passionate agency striving to better themselves everyday. Congratulations!

BEST B-CORP AGENCY OF THE YEAR

WINNER

Evolutd

The judges were impressed by Evolutd's comprehensive entry and impressive achievements, from award recognition and revenue growth to exceptional employee satisfaction, impactful community contributions and innovative workplace policies. The team have overcome some fun challenges, like working with an older building, and their hard work has led to some significant results. Congratulations!

PR AGENCY OF THE YEAR

WINNER

Brazen PR

The judges were impressed by Brazen PR and it is clear they are an agency very proud to be from Manchester and are paving the way for success and talent in the North. The agency has clear ambitions for growth and the focus on culture and staff initiatives is admirable, with strong employee testimonials as a result. Congratulations!

SOCIAL MEDIA AGENCY OF THE YEAR

WINNER

SocialChain

The judges thought this was a truly strong entry with incredible strategic leadership and team confidence. The interesting post-merger story and edgy website stood out, alongside some impressive work examples, achievements and stellar results.

SEARCH AGENCY OF THE YEAR

WINNER

One-Two Digital

One-Two Digital delivered a stand-out entry and the judges can see it's a great place to work. From impressive results, growth and excellent staff retention, the team have some strong achievements and this award is now one of them. Their transparency to challenges, commitment to sustainable growth and focus on client and employee wellbeing is admirable and we can't wait to see what's in store for this agency in the future.

INTEGRATED SEARCH AGENCY OF THE YEAR

WINNER

Evolutd

Evolutd are a brilliant agency who really believe in what they want to achieve. The judges were impressed by the moving journey from a local Sheffield agency, to attracting businesses nationally and the emphasis on staff that runs through everything they do. It is clear the agency care for its people with strong employee initiatives and an honourable acknowledgement to the cost of living.

BEST SMALL DIGITAL AGENCY OF THE YEAR

Sponsored by **FOCUS 5 RECRUITMENT**

WINNER

One-Two Digital

The judges thought this was an interesting, refreshing and honest entry from an agency who clearly know who they are and what they want to be. The dedication of the team is evident, and it's great to see they've built strong, lasting relationships with clients. One-Two Digital may be small but they are perfectly formed and the breadth and scope of their work is impressive, consistently delivering strong results. A very submission from a worthy winner!

BEST MEDIUM DIGITAL AGENCY OF THE YEAR

WINNER

Evolutd

The judges thought that Evolutd stood out for their holistic approach to agency growth, balancing client success with sustainability and employee development. They are an agency with innovative campaigns, a strong people-first culture and clear objectives, all which solidify their position as a leader in their sector and reinforce their reputation for excellence in digital marketing.

BEST LARGE DIGITAL AGENCY OF THE YEAR

WINNER

Impression

The judges named Impression their Best Large Digital Agency of the Year due to their commendable industry leadership, commitment to sustainability and staff welfare, and the innovative approaches used to deliver exceptional projects with outstanding results. It's clear Impression are passionate about being a great employer and this is evident throughout their submission.

BEST LARGE DIGITAL AGENCY OF THE YEAR

SILVER

Connective3

The judges thought Connective3 earned recognition in this category for their incredible growth story, impactful client campaigns and clear focus on team development. The detail provided around the challenges they have faced was strong and they are no doubt an agency going from strength to strength.



THANKS TO OUR PARTNERS

