UK Agency Awards

2025 Judges' Comments

Best Social Media Campaign (Small)

WINNER

The Good Influence & Willpowders

'Getting High On Life'

A truly inspired, purpose-led campaign that combined powerful storytelling with smart audience targeting and real community engagement. The use of the Facebook group as a two-way platform turned messaging into a movement, creating genuine dialogue rather than just broadcasting. The team clearly understood the nuances of the target audience and leveraged creators across platforms to meet them in meaningful ways.

Best Social Media Campaign (Large)

WINNER

Quantum & Takis

Operation: Blue Heat – Engaging a new generation of snack fans

This campaign stands out for its thoughtful planning, flawless execution, and deep understanding of the audience. The "Anti-Hero" content, dust sightings, and influencer-led mystery perfectly built anticipation toward the final reveal.

Best SEO Campaign (Small)

WINNER

Blue Array & Pepper Money

Heating Up Second Charge Mortgages

This campaign demonstrated how SEO can be both data-driven and genuinely useful. The integration of content, SEO, and Digital PR was particularly effective, amplifying reach and reinforcing brand positioning across both consumer and broker audiences. The use of AI-adaptive strategies added an innovative edge, while the improvements in impressions and engagement showcased a strong performance.

Best SEO Campaign (Large)

WINNER

SALT.agency & Swaledale

Outranking Retail Giants Through Consultative SEO

A brilliantly executed campaign grounded in solid data and sharp persona targeting. The clear, well-tested strategy stands out, delivering strong results through unique and creative ideas. Particularly impressive is the development of two complementary content hubs, one transactional, the other informational, perfectly tailored to the clearly defined target audience.

Best PPC Campaign (Small)

WINNER

Advantage Paid Media & Salad Money

Rapidly & Efficiently Scaling Loans by 846%

Congratulations on an exceptional campaign that combined smart strategy with strong execution. The campaign stood out for its clear structure, impressive data, and a genuine effort to refine the target audience. The client feedback added further credibility. A compelling, insightful campaign that showed both technical skill and creative thinking.

Best PPC Campaign (Large)

WINNER

Enjoy & Hunters Estate Agents

Local PPC Restructure Driving 70% More Valuations with 23% Lower CPV

The use of smart geo-targeting backed by deep research enabled intelligent budget allocation to high-performing areas, driving efficiency without relying on brand equity alone. The two-tier segmentation strategy at the branch level reflects a high level of strategic maturity and scalability.

Best PR Campaign (Small)

WINNER

Launch PR & AEG

Don't Wash Your Clothes

The boldness showcased truly sets this campaign apart. Telling people not to wash their clothes for a washing machine brand is a stroke of creative genius. It maintains the premium positioning while cleverly tapping into mainstream media's obsession with "save" and "value." This approach not only cuts through market noise but also aligns seamlessly with today's sustainability and cost-conscious consumer mindset.

Best PR Campaign (Large)

WINNER

The Think Tank & Asendia

Global Retail Voices Campaign

This campaign stood out for its clarity and strategic depth. The results speak for themselves, with impressive performance across all key metrics. We appreciated the transparency in the budget breakdown, the clear articulation of challenges, and how effectively they were overcome. A polished, high-performing campaign delivered by a team that clearly knows their craft.

Best Not-for-Profit Campaign (Small)

WINNER

Content Creatures & PDA Society

You Don't Know How I Feel

A brilliantly creative and powerful use of animation with an inclusive approach, featuring a diverse and representative sample, makes neurodiversity accessible and relevant to a broad community. This sensitive, high-impact work demonstrates deep audience insight and a profound understanding of neurodiversity, resulting in a meaningful and resonant experience that truly stands out.

Best Not-For-Profit Campaign (Large)

WINNER

Torchbox & MND Association Prescribe Life

Turning 15,000 Voices into NICE Policy Victory

The campaign not only achieved the set goals under budget, but did so through smart social ads, focused messaging, and precise targeting. The simplicity of the creatives made the message even more effective. By delivering fast, efficient results, this helped increase access to a life-saving drug, making both a strategic and social impact.

Best Marketing Campaign (Small)

WINNER

Walker Agency & Ordnance Survey

Touch Grass

An exceptionally creative campaign that brilliantly bridged the gap between digital natives and the great outdoors. The playful, well-judged insight shines through in the clever "Touch Grass" concept, perfectly capturing the spirit and mindset of the generation. The competitive element and merging of two distinct audiences added a dynamic layer of engagement, making it feel fresh enough to be a new TV show.

Best Marketing Campaign (Large)

WINNER

Revere & Lloyd's Register

Fuel for Thought

A stellar example of how strategic creativity and audience-first thinking drive real commercial impact. This campaign seamlessly connected content quality to measurable gains, underpinned by durable assets that continue to deliver value long after launch. Every objective served a clear, purpose-driven role, reinforcing a narrative of consistency, adaptability, and niche execution.

Best Use of AI in Client Campaign

WINNER

Push & Chrissie Yu

Best Integrated Campaign (Small)

WINNER

Arke Agency & British Film Institute

Best Integrated Campaign (Large)

WINNER

Revere & Westcoast

Miscarriage Awareness Campaign

This campaign tackled a sensitive topic with care and precision, using AI not just as a tool, but as a partner in shaping and refining a survey that truly captured real-world voices. The results exceeded expectations, clearly showing a deep understanding of both the subject matter and the tech. Even more impressive was how this work bridged innovation with impact, informing a vital campaign while also positioning the organisation as a leader in an evolving landscape.

Niche to Known: Achieving 700% Growth for Independent Cinema

This campaign is a masterclass in strategic marketing execution. The impressive trial-to-paid conversion funnel, paired with proactive churn control, demonstrates a deep understanding of lifecycle management. Equally impressive is the nuanced exploration of channel interplay, revealing both breadth and precision. The team's strong grasp of audience segmentation clearly created a tailored approach that elevated engagement and outperformed expectations.

Going For Gold

Executed with precision, commercial insight, and creative consistency, this campaign stood out for its strategic clarity and smart dual-stream approach. We were particularly impressed by the agility shown in course correcting mid-campaign and the evident care taken to engage the audience meaningfully.

Best Event

WINNER

Reflect Digital & Aspiration Digital

Educating & Inspiring the Next Generation of Digital Leaders

A truly impactful initiative that addresses a critical need in the industry. The scale and precision of execution were remarkable, with standout targeting that ensured maximum relevance and engagement. The focus on inspiring students toward digital careers is both timely and meaningful. This was not just a well-run event, but a strategically powerful one too.

Best New Business Campaign (Small)

WINNER

Absolute Digital Media & Christmas Pyjamas

The Gift That Kept On Ranking

An outstanding display of challenger-brand energy, this campaign delivered exceptional SEO execution, outperforming big-name competitors and proving that smart strategy can outweigh deep pockets. The diverse mix of tactics reflected a well-rounded, multifaceted approach that drove real and measurable results. Achieving this level of performance against heavyweight players, all on a shoestring budget, is a testament to both the team's expertise and their relentless drive.

Best Local Campaign (Small)

WINNER

Blue Array & RAC

Torque & Territory: Engineering Local SEO at Scale

A smart, well-executed campaign that delivered results with precision and focus. Launching efficiently and hitting goals before year-end is impressive in itself, but what truly stood out was the clarity of objectives, strong audience and geographic definition, and a disciplined focus on controllables. The evaluation was seamlessly aligned with objectives, a textbook example of strategic local campaigning done right.

Best Local Campaign (Large)

WINNER

BWP & Trafford Centre

Wowbeing

This campaign bucked trends and delivered real-world results, driving footfall and attracting tens of thousands of new social followers to the Trafford Centre. Well-planned, visually striking, and seamlessly executed, it blended live experiences, expert insights, and digital engagement to firmly establish the Trafford Centre as a go-to destination for style, wellness, and elevated everyday experiences.

Best Crisis Communications or Response Campaign

WINNER

See Media & Leeds Federated Housing Association

Sugar Hill Regeneration

An outstanding example of thoughtful stakeholder engagement and skilful management of reputational risks amid sensitive social issues. Tackling the complex and emotive topic of housing with a clear, targeted, two-way communication strategy, this campaign succeeded in transforming fear into trust.

ABM Campaign of the Year

Category Sponsor: MY SALES COACH

WINNER

Modern & CloudPay

From Netfishing to Spearfishing

The active, stage-based management of accounts paired with a nuanced understanding of pipeline velocity elevates this campaign well beyond conventional approaches. Real-time signal scoring and agile budget reallocation demonstrate a level of sophistication that redefines best practice in lead management.

Campaign Effectiveness Award (Small)

WINNER

Full Fat & 1664 Blanc

This campaign has brilliantly redefined beer as a luxury product, blending bold creative direction across retail and fashion. By securing big brand partners and a presence at London Fashion Week, it transformed perception and elevated beer into the world of premium lifestyle. With eye-catching execution, impressive earned media, and a real cultural impact, truly a standout example of strategic brand reinvention done right.

Campaign Effectiveness Award (Large)

WINNER

Push & The Education Group

UWS Student Find Campaign

A standout performance in a challenging niche, delivering impressive commercial returns with remarkable efficiency. This campaign is a testament to how a well-executed digital strategy can not only rival but surpass traditional agency-led student recruitment. The team's sharp understanding of the arget market and key segments powered a smart, integrated use of the marketing mix, ensuring consistent messaging and maximum impact at every stage of the customer journey.

Best Agency Culture

Category Sponsor: MY SALES COACH

WINNER

IE Brand and Digital

This agency stands out for the employee-owned model, a four-day workweek, and genuine focus on well-being and autonomy. Their B Corp-aligned policies, paid sabbaticals, and strong professional development show true investment in people, reflected in really impressive retention and zero churn. This values-driven culture not only supports their team but fuels consistent, impactful work for mission-led clients.

Best Agency Culture

SILVER AWARD

YRS TRULY

This agency distinguishes itself through exceptional perks. The alignment between their values, policies, and the actual employee experience is remarkable. Initiatives like capped salary ratios and full financial transparency demonstrate a rare and powerful intentionality. Their staff retention rate is very impressive and speaks volumes about the trust and satisfaction within the team.

Best Charitable / Corporate Social Responsibility Award

WINNER

Launch PR and The Creative Shootout

This is a truly inspiring and authentic campaign. The Creative Shootout stands out as a long-running, purpose-led initiative that's deeply embedded in culture. From supporting charities to developing talent and strengthening industry partnerships, the impact is wide-reaching and meaningful. The scale of their commitment, both in time and investment, reflects a genuine dedication to doing good.

Best Flexible Working Policy

WINNER

86 Talent

An exceptional example of how thoughtful leadership and principled policies can drive both culture and commercial success. The extended service model is a rare commitment to client support, paired with impressive year-on-year growth from a lean team, this reflects operational clarity and focus. The emphasis on healthier working, rooted in the agency's founding values, clearly contributes to the strong business performance.

Best Flexible Working Policy

SILVER AWARD

The Media Image (TMI)

Best DEIB (Diversity, Equity, Inclusion & Belonging) Initiative

WINNER

The Media Image

Emerging Talent Award

Category Sponsor: WOMEN IN AGENCIES

WINNER

Ellen Bundey

A fantastic showcase of how flexibility and connection can coexist at scale. The "work from anywhere" policy, combined with the initiative to bring remote staff to London annually, reflects a thoughtful balance of autonomy and belonging. Delivering this level of employee satisfaction across a 100 -person team spread over multiple time zones is no small feat but TMI are doing a great job.

Graduate Scheme

The Media Image demonstrates an outstanding DEIB initiative that's as impactful as it is authentic. Their graduate programme, combining paid placements, expert-led training, and in-person residencies, has clearly opened real career pathways for South African talent. With impressive stats on promotion, retention, and ethnic diversity, plus rave graduate feedback, this values-led approach has delivered genuine cultural and operational change.

Reflect Digital

Ellen demonstrates remarkable initiative by starting and sustaining her own events, a complex and demanding process. Maintaining momentum beyond the initial run reflects strong dedication and leadership. The clear impact from Ellen's work on both clients and the business is evident through the video process and direct client outcomes, showcasing a deep and broad understanding that extends well beyond Ellen's core domain.

Best New Agency

Category Sponsor

PIMENTO.

WINNER

Quartz London

In a short time, Quartz London have delivered impressive results, backed by clear business objectives and strong client testimonials. Their recent work, top-tier media coverage, and notable brand partnerships truly set them apart. A genuinely impressive team delivering exceptional results.

Digital Agency of the Year (Small)

WINNER

Pivotal

We were impressed by the clear objectives and strong focus on sustainability, client success, and employee wellbeing. The results were not only impressive but also well-documented and quantified, showcasing a proactive approach to both growth and culture. The commitment to supporting women in the workplace stood out as a genuine strength, as did the overall personality and authenticity that came through in the submission.

Digital Agency of the Year (Small)

SILVER AWARD

eComOne

We were particularly impressed by eComOne's strong revenue growth and team expansion. Their commitment to community added a warm, authentic dimension which stood out. The inclusion of client testimonials alongside detailed work examples brought the story to life. This was a great balance of commercial success, industry contribution, and meaningful local engagement.

B2B Agency of the Year (Small)

WINNER

Velo B2B

The "Miles for Smiles" initiative and strong focus on sustainability stand out as powerful examples of purpose-driven action. The storytelling was compelling, a clear, consistent thread that showcased the agency's values in action. It's also encouraging to see such a meaningful commitment to ESG woven into the agency's ethos.

B2B Agency of the Year (Large)

WINNER

Apadmi

The seamless integration of user experience, operational efficiency, and human outcomes in a single product is inspiring. Beyond this, the agency's strong revenue growth, high employee engagement and retention, and lasting partnerships with high-profile clients demonstrate a winning combination of innovation, culture, and strategic excellence.

B2B Agency of the Year (Large)

SILVER AWARD

Hallam

Hallam's bold shift to a B2B-first agency is backed by strong results, and it is great to see how their campaigns combine creativity with commercial impact. Their people-first internal changes, from employee ownership to hybrid working, highlight impressive adaptability and future-focused leadership.

B2C Agency of the Year (Large)

WINNER

RevWise

This was a standout agency that highlights both creativity and capability. We were impressed by the strong work examples and the clear, positive impact delivered for clients. In a competitive landscape, the achievements are remarkable. The agency's focus and strategic response to their challenges deserve real recognition. A fast-growing, creative business with a bright future ahead.

eCommerce Agency of the Year (Small)

WINNER

Blend Commerce

It's incredibly refreshing to see an agency not only delivering results but doing so with the rigour of solid processes and documentation at its core. The long-standing client relationships and impressive audit-to-retainer conversion rate are clear indicators of consistent value and deep client trust. On the technical front, the custom subscription and tiered gifting solutions reflect real platform mastery, going far beyond out-of-the-box Shopify builds.

eCommerce Agency of the Year (Large)

WINNER

Quickfire Digital

The agency's work examples demonstrated were excellent, clearly demonstrating strong technical expertise and a consistent ability to translate complex client challenges into smart, effective solutions. Beyond the numbers, the agency's community involvement, event hosting, and wider industry contribution show real leadership. With clear objectives, tangible results, and a commitment to client care, this is an agency making a powerful impact on all fronts.

SEO Agency of the Year (Small)

WINNER

ClickSlice

We love the bold idea of the agency truly putting their own growth to the test alongside client success. The clear focus on proving that the team isn't just great at growing client brands but also at scaling their own is both inspiring and powerful. The impressive results make this a standout demonstration of confidence and capability in equal measure.

SEO Agency of the Year (Small)

SILVER AWARD

Blue Array

A robust, honest, and transparent agency. Although they have faced challenges, the team demonstrate resilience and a pragmatic turnaround strategy, which is genuinely impressive. Initiatives like the SEO Summer School, with 85 scholarships awarded across 37 countries, showcase the agency's powerful commitment to growth and the community.

Integrated Search Agency of the Year (Large)

WINNER

Click Consult

This agency's ability to overcome challenges and surpass new business and growth targets in difficult times is truly impressive. What's especially noteworthy is their commitment to staff investment, reflected in high retention rates and successful campaigns. The strong emphasis on ESG and employee wellbeing as core values, alongside excellent client outcomes, sets this agency apart. Their diversified business approach, avoiding dependence on a single deliverable, demonstrates strategic insight and resilience.

Social Media Agency of the Year (Small)

WINNER

The Good Influence

Impressive year-on-year revenue growth paired with thoughtful cultural initiatives clearly demonstrate an agency that understands its priorities deeply, both for its clients and the employees. Navigating the challenges of scaling while staying true to core values is no small feat, and The Good Influence exemplifies how purposeful leadership drives sustainable success.

Social Media Agency of the Year (Large)

WINNER

The Social Shepherd

A truly exceptional example of scaling with integrity. The speed of growth and calibre of accounts secured is impressive on its own, but what sets this agency apart is the parallel investment in culture. Initiatives like salary transparency and leadership training not only strengthen retention but reflect a genuine commitment to people-first growth.

Marketing Agency of the Year (Small)

WINNER

Move Marketing

A compelling agency that stands out for its clear objectives and innovative framework. The resilience, strong financial rebound, and proactive US expansion demonstrate impressive growth. The honest reflection on challenges and commitment to inclusivity added authenticity and depth to the submission. A well-rounded, inspiring agency with strategic clarity and purpose.

Marketing Agency of the Year (Large)

WINNER

UNLIMITED

This agency impressed with the depth of emotive thought and creativity. The focus on latent signals and underlying motivations clearly sets them apart, and the 'Human Understanding Lab' shines as a powerful differentiator. Expanding into government contracts is a smart move that positions this business strongly for future growth.

Creative / Design Agency of the Year (Small)

WINNER

Fork The Waffle

A powerful example of an agency with passion, perseverance, and creativity at the heart. We were particularly impressed with how some team members self-taught the skills needed to produce high-quality creatives and designs. A true testament to resourcefulness and grit.

Advertising Agency of the Year (Small)

WINNER

Ruffle

A phenomenal trajectory for such a young agency, their rapid growth paired with an enviable client roster speaks volumes. What's most impressive is how consistently clients are expanding scope, a clear signal of deep trust and satisfaction. Achieving this level of success in such a short time is no small achievement, and it's evident that this agency are going to achieve great things.

Dev Agency of the Year

WINNER

Apadmi

A standout agency showcasing sustained year-on-year performance and well-earned recognition. Impressive client retention and major wins reflect the team's resilience and strategic excellence. A compelling agency story of growth, purpose, and problem-solving at scale.

CRO Agency of the Year (Small)

WINNER

Fabric Analytics

The agency's introduction of a scalable tool to address a clear gap truly stood out, and demonstrates a smart, solutions-focused approach that reflects both technical acumen and strategic foresight. The agency's strong sense of identity, rooted in the founding principles, shines through. Especially notable was the thoughtful approach to navigating challenges and crafting effective, lasting solutions.

UX Agency of the Year (Small)

WINNER

Rainy City Agency

A strong and distinctive agency that highlights both strategic clarity and creative excellence. Their elevation to Shopify Premier Partner and the acquisition of DTC Live showcase not only technical capability but a clear commitment to community and industry leadership. The work examples were standout demonstrations of UX, development, and strategy in action. In a challenging market, the agency's ability to stay client-focused while refining internal operations reflects real maturity and direction.

Independent Agency of the Year (Small)

Category Sponsor AgencyNXD

WINNER

YRS TRULY

YRS TRULY clearly blend creative strength with a firm commitment to ethical business practices. As a female-founded and proudly diverse agency, their dedication to transparency, fair pay, and inclusion is not just stated but clearly evidenced through measurable actions and outcomes. A truly inspiring agency setting a high standard in both culture and craft.

Independent Agency of the Year (Large)

WINNER

The Media Image (TMI)

TMI's journey is a masterclass in sustained excellence and purposeful growth. Positioned among Europe's elite, TMI sets a benchmark for what modern agencies can achieve. Beyond commercial success, TMI is making a real difference with initiatives like the Paid Media Graduate Programme, addressing youth unemployment in South Africa, proving business can be both impactful and profitable.

PR Agency of the Year (Small)

WINNER

Vested

We particularly admired the agency's well-considered workforce structure, commitment to representation, and the thoughtful design to support families. This is a purpose-led agency with a strong internal culture, delivering high-quality work while staying true to values.

Innovative Agency of the Year (Small)

WINNER

Fabric Analytics

The agency's focus on 'real-time' data, especially through their custom-built Fabric Real-Time solution, shows great innovation, leveraging existing tech to deliver in-day reporting. It's also great to see such a strong team structure all while maintaining exceptional staff turnover rates. The team's expertise across GA4, BigQuery, CRO, UX, and data engineering makes this a standout agency.

Innovative Agency of the Year (Large)

WINNER

UNLIMITED

UNLIMITED presents a standout case for innovation, anchored in a truly data-driven strategy and seamless cross-team integration. We were particularly impressed with the Human Understanding Lab, which merges behavioural science with data insight to deliver tangible business impact. This agency is certainly doing things in a new and unique way, and we are excited to see all they achieve in the future.

Integrated Agency of the Year (Small)

WINNER

Arke Agency

A brilliant example of how culture, innovation, and strategic thinking can come together to drive real competitive success. We were particularly impressed with ArkeHive system and how it not only enhances audience segmentation and AI-powered planning but also democratises advanced research in a way that truly elevates the agency's capabilities. We are excited to see what the agency continues to achieve.

Integrated Agency of the Year (Large)

WINNER

TMW

We were particularly impressed by the agency's candid approach to challenges, especially how they navigated an acquisition and used this as a springboard for growth. The strong case studies, excellent financial performance, and clear evidence of client satisfaction all reinforced the strength of the team's strategy and execution. This is a confident, resilient agency that knows how to turn pressure into progress.

Best Small Agency of the Year

WINNER

Spring the Agency

This agency goes above and beyond for its clients, acting as a seamless extension of in-house teams. They're recognised for their cultural fluency and flawless execution. There is profound respect for their expertise in navigating the challenges of live events, which is no easy task. Their impressive success in securing high-profile clients speaks volumes about their strategic skill and impactful delivery.

Best Large Agency of the Year

WINNER

Hallam

A forward-thinking agency that impressively embeds AI-powered experimentation throughout processes, showcasing true innovation in action. The focus on employee ownership speaks volumes about commitment to sustainable, long-term success. Coupled with a smart pivot in response to industry pressures, this demonstrates an agile and resilient agency ready for the future.

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