

# 2025 JUDGES' COMMENTS

# UK PAID MEDIA AWARDS

IN ASSOCIATION WITH



## PAID MEDIA CAMPAIGN OF THE YEAR

WINNER

**Reboot Online & PsychicWorld**  
Targeting Unicorns

Congratulations to Reboot Online for delivering outstanding results through a well-executed strategy. Their exceptional retention rate truly set them apart, making them a strong contender for the win. The impressive uplift in conversions and revenue highlights their success—not just in acquiring new customers, but in driving repeat purchases, a remarkable achievement in a challenging market.



## COLLABORATIVE CAMPAIGN OF THE YEAR

WINNER

**Motorpoint & Herd**  
Transforming the car buying journey through data-driven decision making

This agency encountered several unique challenges during their campaign, and their ability to overcome them was truly impressive, helping them stand out. Congratulations to the team for achieving excellent results through their strategy and approach. This campaign is a rare example of driving operational change while telling a compelling story.

## PAID SOCIAL MEDIA CAMPAIGN OF THE YEAR

WINNER

**s360 & Lee**  
Engaging a younger generation through trend insights and authentic content

This campaign delivered really impressive results, directly aligned with its objectives. The detailed campaign description provided a clear understanding of the strategies implemented. We were particularly impressed by the use of a forecasting tool to tailor creative assets and select relevant imagery. Well done on effectively identifying and leveraging micro trend cycles.

## PAID SOCIAL MEDIA CAMPAIGN OF THE YEAR

SILVER

**Connective3 & Instaloft**  
Cutting acquisition costs 71% and reaching lofty new heights with behavioural science

Connective3 truly deserves recognition for their effective use of comment reviews and a strong understanding of potential customers' pain points. They achieved excellent cost-per-lead results and maintained a smooth campaign flow, from identifying to targeting the right audience. They clearly pushed boundaries and approached the campaign with creative thinking.



## PAID SEARCH CAMPAIGN OF THE YEAR

WINNER

**Common Ground**  
Hyland

The implementation overview was a standout aspect of this campaign, showcasing a well-crafted and strategic approach. By shifting focus from top-of-funnel awareness to mid- and bottom-funnel conversions, the campaign demonstrated strong strategic thinking. The Performance Max rollout, along with tailored ad copy for different industries, highlighted exceptional attention to detail and adaptability.

## SHOPPING ADS CAMPAIGN OF THE YEAR

WINNER

**One-Two & VonHaus**  
Getting The PPC Haus in Order

We were impressed by how One-Two leveraged data to build a structured framework, transforming the feed into a more robust and effective system. The level of detail provided was exceptional, with the campaign clearly mapped out from start to finish. They ensured the strategy was aligned with the desired outcomes. This well-planned approach not only demonstrated their understanding of the problem but also highlighted their ability to implement a data-driven solution that would deliver real results.

## SHOPPING ADS CAMPAIGN OF THE YEAR

SILVER

**Jack.tm & Duke & Dexter**  
Peak Profits During Black Friday

Jack.tm delivered standout work with exceptionally strong results. This campaign is a great example of how to maximise return on new customer acquisition by focusing on the core fundamentals. The results were impressive, and we particularly liked the use of a segmented structure, which significantly enhanced performance.

## DISPLAY ADS CAMPAIGN OF THE YEAR

WINNER

**s360 & Georg Jensen**  
Building brand presence in the UK market using Display Ads & Videos

The campaign's creativity was especially evident in its use of display and video ads. The team at s360 set clear objectives, not only meeting but significantly exceeding their goals. Their innovative measurement approach, utilising attention metrics and heatmaps to optimise placements and creatives, showcased a sophisticated understanding of display campaign optimisation.

## B2B CAMPAIGN OF THE YEAR

WINNER

**Common Ground**  
CIPHR

This campaign delivered an outstanding strategic refresh, seamlessly aligned with a new website launch. By effectively utilising Performance Max campaigns to target specific industries, they not only exceeded conversion targets but also achieved a significant reduction in average cost per acquisition. Their comprehensive strategy and precise budget management drove substantial sales pipeline growth, showcasing a deep understanding of digital marketing efficiencies.

## B2C CAMPAIGN OF THE YEAR

WINNER

**Jack.tm & Heidi**  
Making Profitable Growth Look Ski-easy

Jack.tm delivered a thorough campaign, with excellent attention to detail that contributed to its success. The case was well-articulated, showcasing their effective use of scripting, technology, and testing, which led to positive results. It was a bold approach that clearly paid off.

## B2C CAMPAIGN OF THE YEAR

SILVER

**Screaming Frog & Core Sash Windows**  
Framing A Winning Campaign

Screaming Frog provided a clear and detailed overview of their campaign, making it easy to understand. We were highly impressed with their outstanding results! The case was well-documented, with a clear outline of the necessary actions. Given the niche market, we particularly liked their use of a three-strategy approach, which proved effective with more refined matches and strong alignment to the campaign objectives.

## TRAVEL / LEISURE CAMPAIGN OF THE YEAR

WINNER

**Novi & English Lakes Hotels**  
Achieving £1.5m revenue from a £75k spend: How we booked-off Google

Novi's campaign for English Lakes Hotels exemplifies a very sophisticated use of data-driven strategies to achieve remarkable results. The use of the Optimal Efficiency Frontier (OEF) framework to balance key performance metrics like ROAS, cost per conversion, and conversion rate is particularly commendable. This strategic approach not only met the financial goals but also supported the launch of a new website, ensuring minimal downtime and maintaining high conversion rates. The agency's ability to drive substantial revenue growth while adhering to a stringent cost of sale target showcases their expertise in maximizing ROI effectively.

## TRAVEL / LEISURE CAMPAIGN OF THE YEAR

SILVER

**Found & Clermont Hotel Group**  
Scaling for Summer success with Everysearch™

The campaign executed by Found for the Clermont Hotel Group exemplifies a highly effective use of data-driven insights to tailor marketing strategies, resulting in a phenomenal 1100% increase in revenue and a 427% improvement in ROAS. The innovative use of the Everysearch™ framework to refine audience segmentation and implement strategic changes across multiple platforms demonstrates a sophisticated understanding of both the digital landscape and customer behaviour, significantly enhancing performance across all metrics.

## RETAIL CAMPAIGN OF THE YEAR

WINNER

**Embryo & Dowsing & Reynolds**  
Redefining Retail Excellence

We saw this as a standout winner due to the innovative use of Pinterest, a platform rarely leveraged in this way. The results were impressive, showcasing a bold and highly successful execution. This was a well-presented and expertly managed campaign from start to finish.

## FINANCE CAMPAIGN OF THE YEAR

WINNER

**mFuse Agency (T&Pm) & Virgin Money**  
Increasing Market Share & Conversions by Using AI Powered Solutions

mFuse set clear objectives and targets, providing a strong understanding of the campaign's direction. Their effective use of value-based bidding and a proactive approach to optimisation elevated the account to a more advanced level, delivering impressive results.

## REAL ESTATE / PROPERTY CAMPAIGN OF THE YEAR

WINNER

**Connective3 & Strata**  
Building a Solid Foundation: How Strata Homes and Connective3 Nailed the Market Downturn with a 160% Lead Increase

Connective3's creative approach was truly ingenious. They significantly exceeded lead targets while maintaining a well-managed cost per lead. The campaign was expertly structured, with strong strategic and creative decisions. A smart and innovative execution that delivered outstanding results in a highly competitive and challenging industry.

## ECOMMERCE CAMPAIGN OF THE YEAR

WINNER

**One-Two & BlindsbyPost**  
A Blinding Year for Paid Media

One-Two delivered impressive results with a clear and detailed campaign. Overall, we believe this campaign is award-worthy, as they effectively addressed the challenges they faced. The use of the SCORE framework throughout the campaign process was particularly notable, along with the addition of a net profit objective and a strong funnel approach.

## LEAD GEN CAMPAIGN OF THE YEAR

WINNER

**Exposure Ninja & Age Care Bathrooms**  
Maximum ROI from Lead Nurturing

This was a strong campaign with impressive results and an innovative approach to campaign creation. The effort and dedication put into it clearly paid off. This case study highlights best practices for running an integrated PPC campaign, featuring a detailed breakdown of PPC and business metrics, including average profit before management fees. A well-executed strategy, starting with precise measurement and campaign restructuring.

## LOCAL CAMPAIGN OF THE YEAR

WINNER

**Republic of Media & NHS Greater Manchester**  
Making Smoking History

Republic of Media delivered an exceptionally strong campaign and strategy, combining a behaviour change intervention design with high-quality media execution. The campaign was built around a clear, impactful cause and activated across multiple touchpoints. The research and insights were robust, clearly influencing key campaign decisions. Additionally, the creative execution was diverse and well-crafted.



## LOCAL CAMPAIGN OF THE YEAR

SILVER

**dentsu X & DEPT & The Gym Group**  
"There's a Gym Group round the corner"

Dentsu truly deserved recognition in this category for their advanced skill in leveraging everyday challenges to drive product consumption—an approach that consistently delivers strong results. They achieved impressive outcomes with reduced costs, thanks to clear, measurable objectives and a deep understanding of their target audience. Local relevance was seamlessly integrated throughout the entire campaign.



## CHARITY / NOT FOR PROFIT CAMPAIGN OF THE YEAR

WINNER

**Climbing Trees & Essex Violence & Vulnerability Unit**  
Youth Knife Harm Campaign

Climbing Trees implemented a well-structured, layered strategy driven by audience behaviour, demonstrating a deep understanding of their target market. Their innovative approach to overcoming ad blockers was particularly impressive, making them truly deserving of the win.

## BEST INTEGRATED PAID MEDIA CAMPAIGN

WINNER

**House Of Performance & FixMyCar**  
Shifting Gears: The Road To Brand Leadership

The data supporting this campaign was exceptional, paired with effective persona targeting. It was evident that this idea was brilliant, backed by a well-defined strategy. The team's effort truly made the campaign stand out. It was undoubtedly a robust and validated strategy, evidenced by impressive KPI results.



## BEST INTEGRATED PAID MEDIA CAMPAIGN

SILVER

**Hybrid & University of East Anglia**  
Mastering the Black Friday of higher education

We felt that Performics deserved recognition for surpassing its targets and delivering an outstanding performance. The team demonstrated excellence, seamlessly blending strategic planning with creative execution to ensure all elements worked harmoniously. Exceeding both recruitment and diversity targets is a remarkable achievement in any category.



## BEST USE OF AMAZON ADS

WINNER

**Fluid Marketplaces & Benross**  
From Buy Box Bust to Business Boom: Benross' Advertising Transformation

We were highly impressed by the story behind this campaign, which exemplified the power of mastering the fundamentals to achieve outstanding results. The campaign not only exceeded all key objectives – including revenue growth, ACOS reduction, and customer acquisition – but also demonstrated a strong alignment between detailed quantitative metrics and campaign goals, making it a standout success.

## BEST USE OF LINKEDIN ADS

WINNER

**Modern & Admincontrol**  
Power and precision under the bonnet

LinkedIn is a challenging platform, especially for a complex product, but the agency successfully delivered an outstanding campaign. They provided extensive details, giving us a clear understanding of the overall strategy. We were particularly impressed by the strong year-on-year growth, making this a standout achievement.

## BEST USE OF META ADS

WINNER

**Propellernet & Pour Moi**  
"Doubling Revenue With Video"

Propellernet delivered an exceptional video strategy, driving revenue growth while keeping the cost of sales low. Their deep understanding of the platform was evident, achieving remarkable results without increasing spend. A well-executed campaign with smart segmentation, strategic budget allocation, and outstanding outcomes. Well done!

## BEST USE OF META ADS

SILVER

**One-Two & VonHaus**  
Creating a Paid Social Power-Haus

This agency truly deserves recognition. We were impressed by their ability to exceed revenue targets, demonstrating best practices within Meta. Their approach to the CPM challenge was particularly noteworthy. This campaign excelled in every aspect, from audience segmentation and funnel strategy to problem-solving – such as leveraging benchmarks in the absence of previous data.

## BEST USE OF VIDEO

WINNER

**House Of Performance & FixMyCar**  
Shifting Gears: The Road To Brand Leadership

This was a well-defined and thoroughly tested strategy, backed by impressive results and innovative ideas. The multi-channel approach was particularly compelling, delivering strong KPIs and outstanding outcomes. The campaign's creativity was evident throughout, making it truly stand out.

## BEST USE OF DATA

WINNER

**Performs @ Starcom & Peugeot**  
Driving Value Innovation: Peugeot's Value Based Bidding Masterclass

We felt that Performs deserved to win this category, thanks to the team's impressive achievements in key metrics such as EV configurations and ROAS. They successfully navigated regulatory requirements while enhancing marketing performance and efficiency. The campaign's ability to tackle a real-world compliance challenge through data-driven innovation is truly commendable.

## BEST USE OF ATTRIBUTION

WINNER

**Data-Driven Precision**  
Transforming Canon Europe's Pipeline with Attribution Excellence

The assets in this campaign were visually compelling, with clear messaging and strong calls to action, making the team's objectives instantly apparent. The campaign effectively reinforced Canon's premium positioning in the imaging market. Their implementation of a multi-touch attribution framework demonstrated exceptional precision in tracking and optimising spend across various markets and languages. The resulting increase in brand awareness highlights the campaign's significant impact.

## BEST USE OF AUTOMATION

WINNER

**Jack.tm & OnTheBeach**  
Putting The Profit into PPC

An outstanding campaign that showcased strategic thinking in Paid Media and strong creativity in scaling an exact match approach. It demonstrated that by mastering the fundamentals and automating key elements, it's possible to navigate Google's shift toward PMax while still achieving exceptional results.

## BEST USE OF AI IN PAID MEDIA

WINNER

**the7stars & Squared.io**  
Redefining creative excellence with AI

The integration of Squared.io's AI Ads tool into the7stars' workflow is a game-changer in ad optimisation, significantly improving ad quality, CTR, and CPC across multiple accounts. The use of AI to automate headline generation and Performance Max asset optimisation is highly innovative and showcases impressive time-saving efficiencies.



## PAID SEARCH TECHNOLOGY OF THE YEAR

WINNER

**Squared.io**  
Redefining PPC success through Integrated AI

squared.io offered excellent features for implementing large-scale changes, particularly in balancing organic versus paid efforts and integrating search terms into ad groups – something that's been needed for years. Overall, it was a very strong campaign, with a comprehensive and clear explanation of the technology's capabilities, the metrics it tracks, and the reasons it deserves to win. We were impressed by the wealth of valuable information provided, and it's clear the technology has had a positive impact.



## INNOVATION AWARD

WINNER

**ASK BOSCO®**  
AI marketing analytics platform for superior reporting and optimised media planning

This agency deserves recognition for developing an impressive tool that addresses some of the most significant challenges faced by agencies and advertisers. When we consider the scale of these challenges, the solution becomes even more remarkable. The overview of the solution was also exceptionally well-presented.

## EMERGING TALENT AWARD

WINNER

**Kimora Saldanha**  
Found Group

This was a fantastic nomination, supported by strong statistics. They have demonstrated outstanding client retention and leadership skills, delivering impressive results while setting a great example of team leadership. Their achievements span commercial success, people development, and strategic execution, all aligned with the EYES framework.



## SMALL PAID MEDIA AGENCY OF THE YEAR

WINNER

**One-Two**

This agency is truly remarkable. We were especially impressed by their growth and commitment to ethics. Excellent work all around! With so many positives, we're confident they will keep thriving. We also commend them for prioritising mental health, a crucial aspect of agency life from within.



## SMALL PAID MEDIA AGENCY OF THE YEAR

SILVER

**Arke Agency**

Arke Agency deserves recognition in this category for fostering a great workplace with a strong focus on community, employee well-being, and growth. Their recent work with London Gatwick stood out, showcasing impressive case studies and a commitment to both clients and staff. A fantastic achievement – well done!



## LARGE PAID MEDIA AGENCY OF THE YEAR

WINNER

**Connective3**

This agency was truly exciting to review, demonstrating remarkable team growth while maintaining a strong company culture. Their success is especially impressive given the current economic climate, where many agencies are contracting. They are clearly making a significant impact in the industry, and we look forward to seeing their continued evolution.



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