



BEST USE OF SEARCH -

DISTINCTLY & SHOEZONE

BEST USE OF SEARCH -

COSMO5 & TAG HEUER UK

BEST USE OF SEARCH-

FINANCE (SEO): LARGE

Investing in Search Success

BEST USE OF SEARCH -

FINANCE (PPC): LARGE

Banking on First Party Data

BEST USE OF SEARCH -

BEST USE OF SEARCH -

GAMING: SMALL

imagination and strategy.

WNER

WILDCAT DIGITAL **Men's Minds Matter**

BEST USE OF SEARCH -

BEST USE OF SEARCH -

Scaling B2B authority with data-led SEO

BEST USE OF SEARCH -

STRATEGIQ & EASTNETS

PPC Insight Delivers Global Clarity

BEST USE OF SEARCH -

BEST USE OF SEARCH -

BEST USE OF SEARCH -

AUTOMOTIVE: LARGE

BIND MEDIA & HEYCAR

BEST USE OF SEARCH -

RE:SIGNAL & VIVOBAREFOOT

Treading Boldly, Growing Naturally

BEST LOCAL CAMPAIGN

A clear benchmark for local SEO at scale.

BEST LOW BUDGET CAMPAIGN

Mopping Up Local Search Demand with Programmatic SEO

SCREAMING FROG & GOOD TRAVEL MANAGEMENT

for fashion search campaigns.

(SEO): LARGE

WNER

HOUSEKEEP

(SEO): LARGE

WNNER

and measurable success.

WNER

BEST INTEGRATED

CAMPAIGN: SMALL

EVOLUTED & SUPPLEMENT HUB

Supplementing Success, Sustaining Growth

outcomes made this a standout entry.

CAMPAIGN (SEO): LARGE

SINE DIGITAL & PERCIVAL MENSWEAR

EXPOSURE NINJA & AGE CARE BATHROOMS

CEDARWOOD DIGITAL & SALT OF THE EARTH

CEDARWOOD DIGITAL & PATIENT CLAIM LINE

Combining On & Off Site SEO To Drive Content Success

Driving Revenue & Retention in a Competitive DTC Landscape

National SEO Growth for a Life-Changing UK Service

Pioneering Growth Through Multi-Channel SEO

MOST INNOVATIVE

WNNER

BEST SEO

BEST PPC

SILVER

SPONSORED BY

D) Diginius

WNNER

CAMPAIGN: LARGE

deliver transformational results.

CAMPAIGN: SMALL

to deliver meaningful business impact.

BEST USE OF CONTENT

content that genuinely served user needs.

message that captured public imagination.

BEST USE OF SOCIAL MEDIA

DEVIATION & BULLYBILLOWS

authentic social engagement.

BEST USE OF DATA

(SEO): LARGE

WNER

REBOOT ONLINE

BEST USE OF

AI IN SEARCH

WNER

PUSH & CLARKS

BEST SOFTWARE

ADTHENA'S ASK ARLO

INNOVATION

MNNER

BEST SEARCH

WNER

BEST

SOFTWARE TOOL

ADTHENA'S ASK ARLO

IN-HOUSE TEAM

WNNER

BEST LARGE

PPC AGENCY

MNER

IMPRESSION

BEST LARGE

SEO AGENCY

SILYER

EXPOSURE NINJA

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Back to School SEO Campaign

IN A SEARCH CAMPAIGN: SMALL

IN A SEARCH CAMPAIGN: LARGE

PROPELLERNET & SCRAP CAR COMPARISON

Launching a 'B Plate' to help bad parkers and drive authority

A 'Search Everywhere®' Strategy to Develop 'Brand' Search

Using Freedom of Information data to drive SEO performance

objectives, clean execution, and was truly worthy of recognition.

Al-Powered Insights to Optimize Search Campaigns

Al-Powered Insights to Optimize Search Campaigns

USWITCH ORGANIC SEARCH TEAM

business results and career growth.

demonstrated genuine innovation in a crowded software marketplace.

intelligence represented a genuine breakthrough in accessibility.

MARKETING: SMALL

WNNER

BEST USE OF PR

WNNER

SILYER

Take Off for Organic Performance

FASHION: SMALL

WNNER

351% growth, fuelled by data

MAGNETIZE & THE GOOD CARE GROUP

HEALTH: SMALL

WNNER

Lead Quality Unlocked

impact for the client.

WNNER

CEDARWOOD DIGITAL & SALT OF THE EARTH

Driving Revenue & Retention in a Competitive DTC Landscape

B2C (PPC): SMALL

WNNER

B2B (PPC): LARGE

WNNER

B2B (SEO): LARGE

MNER

REBOOT ONLINE

WNNER

SILYER

SILVER

TRUNKBBI & WREN STERLING

acquisition strategy across both B2C and B2B.

8 MILLION STORIES & TESCO BANK

conversion rates and impressive results within budget.

TRAVEL / LEISURE (SEO): LARGE

ACCORD MARKETING & SHEARINGS

Migrate & Accelerate: Growing Revenue in Peaks

CEDARWOOD DIGITAL & SLOTOZILLA

Driving Off-Site SEO Success In A Competitive Vertical

THIRD SECTOR / NOT-FOR-PROFIT: SMALL

and made a real tangible difference to people in need.

expertise and the tangible commercial impact of great SEO execution.

WNNER

enabled the achievement of impressive results.

Organic Drives Online Revenue

WNNER

SILYER

RETAIL / ECOMMERCE (SEO): LARGE

RETAIL / ECOMMERCE (PPC): SMALL

Driving Efficient Growth for an Iconic Watch Brand





A well-structured, results-driven campaign that delivered impressive visibility and commercial

growth on a modest budget. Clear objectives, smart implementation, and strong performance

helped a niche brand stand tall alongside major retailers. This is an example of great attention

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to detail, thoughtful execution, and a compelling demonstration of SEO's value.

Overstock To Overachievement – Paid Media that Delivered Beyond Expectation

A solid, innovative campaign that responded to a unique business problem. The creative

and thoughtful approach aligned with client objectives and this collaboration truly defines

A well-written entry that tackled clear challenges with a forward-thinking and innovative approach.

The bespoke PPC-CRM reporting tool was a standout feature, enabling better insight and alignment

with business goals. Backed by strong data and strategic thinking, this campaign delivered

This was an exceptionally well-structured entry that demonstrated clear strategic thinking and

impressive results. The objectives were particularly strong and what really stood out was the laser-

focused approach to a specific niche. The campaign showcases how you can achieve great results

An exceptional campaign driven by deep research and a strong commercial approach. The team's

innovative use of Offline Conversion Tracking and the SCORE framework transformed the account, delivering outstanding results. With clear storytelling and client partnership, One- Two Digital

Wavemaker impressed with a solid, tried-and-tested strategy, expertly executed during a site

This campaign's defined target audience and innovative approach to low -cost, low- commitment

keywords exceeded client expectations. The focus on audience understanding and use of local

A unique and ambitious entry with clear KPIs and a well-executed migration. The AI-first

content strategy stood out, driving growth effectively. Detailed budget breakdown and thoughtful opportunity identification demonstrated strong campaign management and innovative thinking,

An expertly structured campaign that combined data-driven precision with creative repositioning

content improvements, the team increased visibility for a specialist product while protecting user

An excellent campaign combining creative flair with strong performance and impressive

performing programme that delivered tangible business outcomes.

Heartbeat of Success: Driving Growth in a Restricted Health Category

revenue growth. The mix of formats and thoughtful localisation enhanced impact, while influencer

integration added depth. The well-structured case study and client testimonial highlighted a high-

A well-crafted entry that achieved impressive growth in a challenging and tightly regulated sector. The team's creative and data-led strategy, coupled with creative ad-copy testing across markets,

demonstrated deep audience understanding and market orientation. Thoughtful risk mitigation

and strong measurement meant the campaign delivered meaningful results despite high CPCs

This campaign built on solid technical foundations combined with creative content and community

collaboration to achieve focused results. Clearly defined objectives, including time on page and audience-growth targets, were met through targeted ambassadors and quality content. The

campaign's community-led approach and measured KPIs demonstrated genuine engagement

A cut-above campaign with clear, well-detailed objectives and SEO actions perfectly aligned to

content and themes. The clever use of search demand data to inform wider teams is impressive.

Strong results, smart budget management, and innovative AI integration made this campaign

A superbly strategic, full-funnel campaign that expertly combined platform knowledge with deep

understanding of the customer journey. Using a small budget, it leveraged multiple channels with

localisation, emotional nuance, and ethical communication to drive impressive results, delivering

A sophisticated and data-driven campaign delivering stellar growth against tough competition.

Excellent persona work, dynamic setup, and CRM linkage showed real depth of knowledge and

expertise. The strategic approach demonstrated how smart budget allocation and technical

This superbly executed campaign showcased clear targets, transparent budgeting, and smart

audience segmentation. Brilliantly integrating SEO, PPC, and digital PR, it turned a challenging market into impressive growth. The clever storytelling and seamless channel synergy brought

personality and life to the product, delivering outstanding revenue and brand equity.

A standout entry in a challenging sector, this campaign impressed with its well-thought-out

strategy, strong execution, and clear, data-backed results. Tackling AI Overviews head-on,

it demonstrated growth despite market contraction. Authentic, insightful, and expertly

A campaign that demonstrated exceptional target keyword focus. Real-time tracking and response

delivered excellent results that impressed. The ability to pivot quickly and capitalise on emerging opportunities showcased technical excellence and strategic agility in one of the year's most

A comprehensive and fully rounded campaign. Detailed implementation and excellent use of feed

structure delivered brilliant results. The strategic approach to data organisation and campaigr

architecture demonstrated technical sophistication that set a new benchmark for large-scale PPC

The data-led approach to the sector showed a real understanding of customer journey and

the problem which allowed mapping for keywords to match their journey through the website.

The sophisticated content strategy demonstrated how deep audience research could unlock

This campaign was a leading example of a content led PR campaign. The generation of a 1,000+

media placements on domains with high authority was standout. To launch a brand able to compete

in a short period of time exceeding all objectives deserved recognition for its systematic approach

A well-crafted campaign that turned social into a powerful driver of search demand. Strong

audience insights, creative execution, and cultural relevance led to impressive user growth

and profitability. Clear strategy, smart budget use, and seamless channel integration made

A well-defined, thoughtful approach that clearly drove impactful results. The focus on margins and

careful, gradual rollout helped maintain strong campaign performance while effectively managing

challenges like brand isolation. This campaign showcased smart, strategic use of data to optimise

A masterclass in clever AI application, this campaign expertly tackled common PPC challenges with

innovative solutions. By integrating real-time data and dynamic bid adjustments, it drove impressive growth and efficiency. Clear explanations of the AI approach and full-funnel strategy set a new

A brilliant software that can be utilised for day-to-day analysis and time efficiency.

The BI capability, that allows for compiled data and automation is indeed a differentiator.

opportunities in mature, competitive markets through precisely targeted content.

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Peec Al

△ClickTech

D) Diginius

Peec Al

managed, it's a brilliant example of impactful SEO in a complex, evolving landscape.

excellence could overcome competitive challenges in a crowded marketplace.

a brilliant example of impactful, strategic search in the fashion sector.

in a highly complex sector. Through detailed keyword mapping, technical optimisation, and targeted

research were particularly impressive, showing strong cultural insight and impact.

migration. With clear objectives, strong transparency, and standout technical work, it delivered exceptional non-brand growth and FTDs. A well-planned, well-explained campaign that turned

impressive results and showed real bravery in re-engineering an already optimised account.

BEST USE OF SEARCH-

Legging It to the Top of the SERPs

BEST USE OF SEARCH -

BEST USE OF SEARCH -

FINANCE (PPC): SMALL

Going off-platform to boost PPC impact

BEST USE OF SEARCH -

BEST USE OF SEARCH -

BEST USE OF SEARCH -

WAVEMAKER & BOYLE CASINO

smart SEO into real business impact.

BEST USE OF SEARCH -

PUSH & MUSLIM HANDS

BEST USE OF SEARCH -

EMBRYO & SMART SEARCH

BEST USE OF SEARCH -

B2C (SEO): SMALL

trust in a regulated category.

B2C (PPC): SMALL

SILVER

BEST USE OF SEARCH -

HONCHŌ & ARIAT EUROPE

BEST USE OF SEARCH -

CONNECTIVES & ALIVECOR

BEST USE OF SEARCH -

Content Ambassador Programme

BEST USE OF SEARCH -

Transforming SEO Performance

BEST LOCAL CAMPAIGN

GROWWEB & TBC CONVERSIONS

both strong ROI and meaningful real-world impact.

BEST LOW BUDGET CAMPAIGN

CEDARWOOD DIGITAL & SALT OF THE EARTH

Driving Revenue & Retention in a Competitive DTC Landscape

MEDIAVISION. METIS & NEW LOOK

and tangible audience gains.

FASHION: LARGE

WNER

(PPC): SMALL

WNNER

Driving Local Results

(PPC): SMALL

WNNER

BEST INTEGRATED

CAMPAIGN: LARGE

WOLFENDEN & TIGER

Shed Loads of Growth Through SEO & PPC

CEDARWOOD DIGITAL & PATIENT CLAIM LINE

Showcasing Agility To Deliver Results In A Fast-Evolving Market

Strategise. Search. Score. The SEO success behind EURO 2024

WNNER

BEST SEO

BEST SEO

SILYER

BEST PPC

WNNER

CAMPAIGN: LARGE

CLICK CONSULT & UEFA

competitive search environments.

CAMPAIGN: LARGE

PERSIMMON & CRAFTED

Powering new home purchases

operations in the property sector.

BEST USE OF CONTENT

MARKETING: LARGE

SALIENCE & RIVIERA

WNER

Cruising To The Top

BEST USE OF PR

TANK & UK DEBT EXPERT

SILYER

WNER

BEST USE OF DATA

94N & SUPPLYANT & EXADEV

outcomes in a measured and effective way.

From Leakage to Leverage: The PPC Fix for Plumb2U

(PPC): SMALL

WNER

BEST USE

OF ALIN PPC

WNER

SINE DIGITAL & ICANDY

standard for AI-powered PPC success.

BEST PPC MANAGEMENT

SOFTWARE SUITE

ADTHENA'S ASK ARLO

WNER

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SPONSORED BY

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D) Diginius

SALES

AI in the Driver's (Push)chair

IN A SEARCH CAMPAIGN: LARGE

to building domain authority through strategic PR.

IN A SEARCH CAMPAIGN: LARGE

Using Data To Drive Success In A Competitive Vertical

this a standout example of cross-channel performance done right.

BEST USE OF SOCIAL MEDIA

EMBRYO & MYSTERY FOOTBALL

Building personal finance brand visibility from the ground up

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- Peec Al

D) Diginius

WNER

CAMPAIGN: SMALL

REAL ESTATE & PROPERTY: LARGE

HEALTH:LARGE

WNER

and strict quidelines.

MER

UNIHOMES

Taming the Wild West of Ecommerce

WNNER

Turning Migration Risk into Search Success

making this a great performance in a competitive category.

SOMEBODY DIGITAL & TRANSCEND CPAP

Lightweight Device, Heavyweight Results

B2B (SEO): LARGE

SILYER

Ramadan 2025 Fundraising Campaign

GAMING: LARGE

WNER

Beating the Odds

MNER

TRAVEL / LEISURE (SEO): SMALL

Increasing Organic Visibility and Conversions

TRAVEL / LEISURE (PPC): SMALL

ONE-TWO DIGITAL & M&S TRAVEL MONEY

proves that small teams can achieve enterprise-level PPC success.

THIRD SECTOR / NOT-FOR-PROFIT: LARGE

INK DIGITAL & GIRLS GUIDE TO THE WORLD

WNER

the term "partnership".

WNNER

WNNER

on a small budget.

WNNER

Remarksable PPC Results

TOMP & CHI

STUDIOHAWK & LLAMA LEISURE

SILYER

RETAIL / ECOMMERCE (SEO): LARGE

RETAIL / ECOMMERCE (PPC): LARGE

CONNECTIVES & BARKER AND STONEHOUSE

Faced with an interesting challenge, this winning campaign showed outstanding use of proprietary

tech for automation and analysis. A perfect balance of creativity and execution in SEO and content

A well-executed, thoughtful campaign that tackled a complex challenge with a solid omnichannel

strategy. Strong integration of offline and online touchpoints, paired with creative use of data and

clear brand alignment, delivered meaningful commercial impact. A polished, well-written entry

A smart, well-structured campaign that delivered impressive gains in clicks, MQLs, and revenue.

With clear commercial goals, strong audience understanding, and a blend of technical SEO and

intent-led content, this campaign showed how to turn a lean budget into a high-performing

A strong, well-written entry with clear objectives and a smart, data-led strategy. The team made

excellent use of first-party data and aligned closely with Google best practices. Their considered

A high-pressure migration executed with precision during peak trading, delivering excellent results

in a tight timeframe. Clear objectives, strong planning, and great communication ensured rankings

and revenue were protected and improved. A well-structured, authentic entry that showcased real

A brilliantly creative and data-driven campaign that turned challenges into opportunities.

With insightful audience research and clever use of AI, the team delivered an efficient and ethical

approach that truly stood out. The innovative "odds of" theme showcased strong synergy between

This campaign was an intelligent and creative combination of fundamental technical SEO alongside

accessibility and Digital PR. Wildcat Digital delivered impressive results despite a small budget

A highly focused, cost-effective campaign with clear goals and a smart audience strategy. The

zero-outreach model delivered impressive link building, while AI-ready content and structured data

boosted rankings efficiently. Detailed budget transparency and innovative tactics set this campaign

A comprehensive campaign with strong commercial performance. The solid strategy, consistent

with business objectives showcased impressive professionalism and strategic discipline.

A sophisticated, well-rounded campaign that expertly used granular audience segmentation

and dynamic setup to drive impressive growth. Strong CRM Integration added real depth, enabling

retention as well as acquisition. The well-written case study and detailed supporting documents

clearly demonstrated strategic insight, careful execution, and meaningful commercial results.

An outstanding example of how a sophisticated PPC strategy can transform healthcare lead

generation. The campaign showed exceptional focus and attention to detail while delivering a

creative and original approach. Precise audience segmentation, rigorous testing, and careful

compliance considerations delivered improved lead quality and demonstrable commercial

An exceptional, data-driven campaign that expertly leveraged audience segmentation and

integrated SEO, SRO, and PPC strategies. With a clear focus on profitability rather than only CPA

and detailed budget transparency, this innovative approach delivered strong client results backed

A smart, data-led campaign driven by a strong opportunity sizing exercise that shaped every step

of the strategy. Seamlessly integrating SEO and PPC into a holistic approach, the team delivered

impressive results with clear targeting and solid execution. A fantastic entry that sets the standard

This campaign showcased impressive in-house technical skill and smart strategy combined

with strong technical execution. Using automation and data-led decisions, it delivered growth beyond targets. The mix of tactics and future-focused thinking resulted in excellent results.

A truly impressive campaign that delivered fantastic results on a small budget. With clear objectives

and smart use of resources, the team went beyond SEO to improve user experience and drive real

business impact. A standout example of how local SEO, when well executed, can achieve meaningful

A fantastic example of how integrated search drives real business impact. Achieving the revenue

target six months early was a great achievement that highlighted both strategic excellence and

flawless execution. The seamless coordination across channels and focus on measurable

This campaign showed true innovation by blending SEO with social and Al-driven strategies.

integration and a deep understanding of modern consumer behaviour. The results proved that

innovative thinking could unlock new growth opportunities in competitive markets.

A campaign that was an illustrative example of investing time into consistent measuring

and reporting. Aligned EEAT values within a mean SEO budget impressed as did excellent

A thoughtful and considerate campaign beyond just PPC. Exceptional use of client personas

and data delivered stellar customer centric results. The holistic approach to user experience

and conversion optimisation showed how PPC excellence extended far beyond ad platforms

This was an exceptional campaign in a challenging vertical. Clear personas and tailored content

impressed judges and exceeded targets. The campaign tackled real, current challenges of Al

overviews head on and proved it possible to grow despite market contraction through strategic

An exceptional reactional PR campaign that jumped on trends to deliver broad media pick-up

and cultural relevance. The campaign delivered in a difficult sector with standout shareable content

that resonated with a wide audience. A creative and innovative approach to what was a complicated

An extraordinary campaign around a complex subject. The philosophy to disrupt in a niche market

was innovative and creative. A great strategic approach to target different audiences used clever

messaging and platform selection to build brand search demand from the ground up through

This campaign stood out due to an impressive use of creative data sources. The split target

audience approach delivered excellent results in organic traffic and conversion. Outstanding

that proved how innovative data sourcing could create unbeatable competitive advantages.

integration of AI modelling with SEO planning, resulted in significant uplifts in rankings and revenue

A standout, well-executed campaign that showcased a smart and purposeful use of AI to drive real

results. From content creation to keyword categorisation, the team used AI where it mattered most.

Delivering strong session growth and major ranking gains on a lean budget, this campaign had clear

An outstanding innovation that impressed judges, particularly the real-time actionable insights

wherever they were in their search journey. The democratisation of sophisticated search

that delivered efficiency and savings. Also, judges loved that this tool could be used by everyone,

An impressive tool that is easy to use with lots of practical applications. The features resonated in

a clear breakdown of time savings. The unique approach to solving a persistent industry challenge

The Uswitch inhouse team delivered outstanding commercial, product and cultural results

and showed good leadership in agility and innovation. The addition of team journeys including promotions showcased a strong human touch. The commitment to professional development

alongside performance excellence demonstrated how great in-house teams could drive both

The engaging narrative effectively highlighted improvements without unnecessary detail. It was

and compelling campaign that reflected both professionalism and a positive culture.

clear the agency delivered great results while genuinely caring for their employees. A well-balanced

the SEO space solving a specific problem around discovery. Excellent features impressed including

audience segmentation. The disciplined approach to measurement and continuous

optimisation demonstrated how strategic patience and technical excellence could

The use of TikTok and Pinterest alongside traditional SEO demonstrated forward-thinking channel

by thorough analytics and a deep understanding of market challenges.

review, and adaptive optimisations delivered excellent results. Smart execution and clear alignment

apart, demonstrating exceptional results and strong financial impact for the client.

use of PMax and Broad Match, paired with a sharp focus on performance, delivered great

that demonstrated both strategic depth and performance-driven thinking.

BEST USE OF SEARCH -RETAIL / ECOMMERCE (SEO): SMALL

WNER

POLARIS & DUNE LONDON

WNNER

MNER

Stepping Up Search An outstanding campaign that blended technical SEO excellence with internal education and stakeholder alignment to drive real transformation. Clear, measurable objectives, smart collaboration across teams, and impressive results made this a great example of how a small agency can deliver big-brand impact through insight, innovation, and execution.

BEST USE OF SEARCH -RETAIL / ECOMMERCE (PPC): SMALL

HONCHŌ & ARIAT EUROPE Taming the Wild West of Ecommerce This campaign showcased strategic clarity, creative execution, and commercial impact. The full setup was exemplary, with strong localisation and cultural alignment reflecting deep audience understanding. Smart and well-articulated, this campaign stood out for its professionalism and ability to deliver real value on a smaller scale.

BEST USE OF SEARCH -

FINANCE (SEO): SMALL WNER **AOUEOUS DIGITAL & UK MORTGAGE CENTRE** 'Straight-Forward Mortgage Advice for First-Time Buyers' A bold, well-managed campaign that delivered exceptional results through smart recommendations and decisive action. The team took a risk with a website redesign and migration, and it paid off.

With strong strategic thinking, rapid execution, and clear value, this campaign really stood out as a brilliant example of impact-driven SEO. **BEST USE OF SEARCH -FINANCE (PPC): LARGE**

This campaign showed strategic depth and impressive execution, with clear objectives that were successfully met. The team's collaborative approach, including involvement in trading meetings, stood out. A smart, data-driven revival of a longstanding account, using integrated paid media channels to deliver strong, measurable results across the board.

BALANCE & PURE PROPERTY FINANCE

BEST USE OF SEARCH -TRAVEL / LEISURE (SEO): LARGE MNER

A standout campaign with clear, measurable objectives and impressive commercial impact.

The team delivered smart technical and content optimisations while creatively navigating industry

challenges through strategic PR. Well-structured, customer-focused, and results-driven, this

campaign demonstrated how search can deliver meaningful visibility and revenue outcomes

BEST USE OF SEARCH -TRAVEL / LEISURE (PPC): LARGE WNER

SALIENCE - RIVIERA TRAVEL

Cruising to the Top

in a complex landscape.

ACCORD MARKETING & FRED. OLSEN CRUISE LINES Cruising Smarter: Al Innovation Driving Summer Success A brilliant campaign that included detailed data metrics. The creative work and implementation of AI to improve optimisation showed a smart, structured approach to a complex product portfolio.

Congratulations on achieving results that exceeded ROAS expectations.

GAMING: LARGE SILYER **VEGA & RANK INTERACTIVE** Raising Rank: Organic Strategy to Commercial Growth A standout campaign that combined strong SEO foundations with creative digital PR, delivering impressive growth in FTDs and revenue. The use of data-driven storytelling, intent mapping, and

ASSISTED & SUSTAIN COMMERCIAL SOLAR

strong strategic thinking and excellent execution in B2B search.

BEST USE OF SEARCH -

resilience during technical setbacks showed real skill. A comprehensive, well-executed strategy that made a big impact in a competitive space. **BEST USE OF SEARCH -**B2B (SEO): SMALL WNNER

An excellent, well-presented entry showcasing a full search campaign that delivered real results

actions, this campaign reflected outstanding planning and execution. The detailed target audience

smart funnel approach and effective use of AdWords features maximised impact on a tight budget,

delivering impressive ROAS improvements. Well-structured and focused, Gravytrain demonstrates

and DHL Express delivered exceptional traffic and revenue growth. Smart sequencing, rigorous

insights further highlighted the team's deep understanding and effectiveness.

and revenue for the client. With clear structure, strong strategic focus, and detailed complementary

B2B (PPC): SMALL WNER **GRAVYTRAIN & A1 COFFEE Brewing Revenue On a Budget** An innovative, cleverly executed PPC campaign with clear budgets and ambitious targets. The

BEST USE OF SEARCH -

Illuminating a B2B Audience

BEST USE OF SEARCH-B2C (SEO): LARGE

MNER THE SEO WORKS & DHL EXPRESS UK **Shipping Success With Search** A brilliantly executed, large-scale SEO campaign with clear objectives, strong segmentation, and an outstanding strategy built around user journey insights. The collaboration between SEO Works

measurement, and a clear focus on customer experience made this an exemplary enterprise-level search success. **BEST USE OF SEARCH -B2C (PPC): LARGE**

MNNER BIND MEDIA & HEYCAR 351% Growth, Fuelled by Data Bind Media showcased the value of an integrated approach and technology to leverage the client's

first-party data. Multiple tactics across paid channels delivered significant percentage increases and outcomes that clearly reflected strategic actions. The combination of data-led targeting, rigorous testing, and cross-channel integration drove exceptional growth.

BEST USE OF SEARCH -AUTOMOTIVE: SMALL WNNER

UPSHIFT (PART OF EVOLVED) & BYD Earning Trust of the World's Biggest EV Manufacturer to Drive Organic Performance This campaign delivered outstanding results in a competitive sector through a developed content strategy and clear audience insights. Impressive lead generation, targeted content assets, and strong technical foundations drove measurable organic performance. The close collaboration

BEST USE OF SEARCH -FMCG: SMALL

and trust with the client were key to scaling success and achieving outcomes that mattered.

WNNER **ASSISTED & PRINTED LITTLE THINGS** Scaling Personalised Partyware Profitably

A tightly integrated campaign with clearly defined audience and commercial strategy at its core. The use of SEO and PPC together was innovative, and a focused approach to personalisation delivered profitable scale. Strong measurement and an emphasis on creative messaging ensured the campaign achieved meaningful growth while maintaining sustainable margins.

BEST LOCAL CAMPAIGN (SEO): SMALL

WNNER

IMPROVE MY SEARCH RANKING & FOSTER HARRINGTON Low-Cost Local Solicitor SEO Domination This campaign's creative use of local algorithms, maps and public data achieved high rankings on a small budget and delivered significant ROI. The strategic approach demonstrated how intelligent local SEO tactics could drive impressive results without substantial investment, making it a standout example of efficiency and effectiveness in the local search space.

BEST LOW BUDGET CAMPAIGN (SEO): SMALL

WNNER IMPROVE MY SEARCH RANKING & FOSTER HARRINGTON **Low-Cost Local SEO Solicitor Domination** A truly impressive campaign that delivered fantastic results on a small budget. With clear objectives and smart use of resources, the team went beyond SEO to improve user experience and drive real

business impact. A standout example of how local SEO, when well executed, can achieve meaningful and measurable success. **BEST LOW BUDGET CAMPAIGN**

[PPC]: LARGE

WNNER STRATEGIO & EASTNETS **Insights Optimise PPC Budget & Results** A well-structured and strategic campaign that delivered impressive results despite budget

constraints in the challenging banking sector. The smart use of AI and a clear, targeted media plan

showcased strong execution and adaptability. This entry demonstrated how thoughtful strategy

and budget management could overcome significant headwinds to drive lead generation success.

MOST INNOVATIVE **CAMPAIGN (SEO): SMALL** WNER

BOTTLED IMAGINATION & ON

Strings Attached

BEST SEO

technical excellence could work in harmony to achieve outstanding results that went beyond traditional search metrics.

A standout, emotionally resonant campaign that blended SEO objectives with high engagement

creative that delivered on every KPI. The innovative approach demonstrated how creativity and

SILYER **POLARIS & DUNE LONDON** Stepping Up Search

CAMPAIGN: SMALL

A well-constructed and insightful campaign that delivered strong execution and impressive client results. POLARIS showcased how PR and SEO can work seamlessly together to drive visibility and commercial impact. With a clear understanding of the client's needs, they achieved tangible outcomes through a smart mix of technical and creative strategies.

SOMEBODY DIGITAL & OKTA

Smarter Bidding, Stronger Returns

BEST PPC

MNNER

CAMPAIGN: LARGE

SPONSORED BY **BEST PPC**

CAMPAIGN: SMALL D) Diginius MNNER

An innovative campaign that delivered great ROAS through comprehensive bidding. Fantastic strategy, including deep persona analysis, and implementation across regions impressed The data-driven approach and careful optimisation demonstrated how smart bidding strategies could unlock significant performance gains in competitive markets.

SILVER **EXPOSURE NINJA & AGE CARE BATHROOMS** From Stagnation to Scale with Al-Powered PPC A strong commercial campaign with an impressive blend of core PPC build plus landing page

to drive exceptional performance. **BEST USE OF PR**

development. Creative variety used to deliver results. The integration of AI-powered optimisation

with traditional PPC best practices showed how innovation and fundamentals could work together

BOTTLED IMAGINATION & MEDEXPRESS Come On You Blues An exceptional reactional PR campaign that jumped on trends to deliver broad media pick-up and cultural relevance. The campaign delivered in a difficult sector with standout shareable content that resonated with a wide audience. The agility and creativity demonstrated how PR and search could combine to create moment-driven marketing magic.

IN A SEARCH CAMPAIGN: SMALL

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: SMALL WNNER

BOTTLED IMAGINATION & ON Strings Attached A masterclass in innovation, execution, and measurable impact. It was a rare campaign that balanced creativity, brand authenticity, and technical SEO impact. The seamless integration of social virality with search objectives demonstrated how modern marketing could transcend traditional channel boundaries to create campaigns that performed across every metric.

BEST USE OF DATA (SEO): SMALL

MNER CEDARWOOD DIGITAL & VAPE SUPERSTORE

of consistent research and link building delivered outstanding results. The methodical approach to data collection and application demonstrated how evidence-based SEO could navigate challenging regulatory environments to achieve exceptional growth.

(PPC): LARGE

MNNER

BEST USE

BEST SEO

BEST LARGE

SEO AGENCY

WNNER

PROPELLERNET

SOFTWARE SUITE

OF ALIN PPC

BIND MEDIA & HEYCAR

351% Growth, Fuelled by Data

Using Data To Drive Success In A Competitive Vertical

BEST USE OF DATA

An innovative campaign that handled a sensitive topic brilliantly. Use of data and the leverage

data and technology. The team employed advanced automation and AI, shifting their focus on more meaningful outcomes, and collaborating closely with Google to push innovation. Impressively detailed and refreshingly honest, this campaign set a high bar for data-led PPC excellence.

An ethically innovative and well-executed campaign that demonstrated deep understanding

of paid search challenges. Using AI thoughtfully, it delivered efficient solutions that drove both

revenue growth and risk mitigation. Exceptional clarity, strong results, and client endorsement

A standout entry showcasing sophisticated, forward-thinking strategy and cutting-edge use of

△ClickTech SILYER ZENITH UK, THREE & SQUARED.IO **When Brand Safety Meets Performance**

GDDASH BY NEWZDASH This product stands out as the only tool of its kind. The features resonate in the SEO space solving a specific problem around discovery. Excellent features impress including a clear breakdown of time savings.

EMERGING TALENT AWARD

made this a brilliant entry with meaningful business impact.

WNNER

SHELBY PHILBROOK MAYSE Paid Media (Beauty) at The Media Image An impressive and well-rounded entry that highlights Shelby's authentic leadership style and strategic impact. Backed by strong data and powerful testimonials from clients and colleagues, it clearly demonstrated their value to the agency. Shelby stood out as a true emerging talent,

empathetic, effective, and trusted by those around them. SPONSORED BY

BEST SMALL PPC AGENCY D) Diginius WNNER CEDARWOOD DIGITAL

A truly inspiring agency combining strong business growth, technical excellence, and meaningful community impact. With well-crafted case studies and impressive client testimonials, this entry set a new standard for small PPC agencies. A brilliant example of purpose-driven, high-performance success that proved profitability and positive impact could go hand in hand.

Judges were impressed by Exposure Ninja's vision as AI leaders and their commitment to their Propellernet shared their compelling story which detailed a complex balancing act that allowed them to achieve objectives for clients within budget. Their inclusion of GEO results was impressive. The transparency about challenges alongside celebration of successes demonstrated maturity and authenticity that distinguished them as a leading large-scale SEO agency. **BEST LARGE INTEGRATED SEARCH AGENCY** MNSR

PROPELLERNET

could excel across multiple dimensions simultaneously.

mission. The forward-thinking approach to emerging technology combined with strong client results demonstrated how established agencies could remain innovative while scaling their operations and maintaining quality of service delivery.

fatjoe.

SILYER Propellernet demonstrated creativity and expertise in implementation in achieving commercial results for clients. Judges also liked the strong investment into people, including their culture and

SPUXSURS & PARIXERS

sustainability. The holistic approach to agency management showed how large integrated agencies

IMPRESSION

SEARCH AGENCY

This was a brilliant entry, showcasing that success was measured not just by revenue, but by the consistent care and attention given to both clients and employees. The agency's success was driven by a relentless pursuit of growth and a commitment to doing the right thing. A compelling demonstration of values-driven performance at scale.

BEST LARGE INTEGRATED

THANKS TO OUR 2025

channable

The comprehensive feature set and intuitive interface demonstrated how enterprise-level PPC management tools could be made accessible and valuable to teams of all sizes. **BEST AI SEARCH**

AI-Powered Insights to Optimize Search Campaigns

SOFTWARE SOLUTION

WNER

SQUARED.IO

Redefining brand safety in PPC through Integrated AI

A well-written and compelling entry that clearly demonstrated how the product effectively solved real client challenges. In a rapidly changing landscape, this innovative solution stood out

AGENCY OF THE YEAR

START-UP

WNER

agency operations.

for bringing practicality and accountability in delivering significant benefits to users and making a meaningful impact in Al-powered search solutions.

MAGNETIZE A forward-thinking agency who excelled in their niche area. Technical expertise across multiple tools to meet client needs was impressive. The agency showed a deep understanding of their clients and objectives to deliver results. Their focused approach to specialisation demonstrated how new agencies could compete effectively through expertise and client-centric service.

BEST SMALL SEO AGENCY

MNER **BOTTLED IMAGINATION** Overcoming unique challenges, the team demonstrated their strength. Judges were impressed by

BEST SMALL INTEGRATED SEARCH AGENCY MNER CEDARWOOD DIGITAL An outstanding entry showcasing impressive growth and a strong community focus. Their commitment to giving back through local events and engagement with schools truly set them

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apart. Thoughtful, well-organised, and client-focused work highlighted their dedication to both business success and making a positive local impact that went beyond commercial objectives.

the clear targets set not only for clients but also for their culture which demonstrated their human

centred ethos. The balance of commercial excellence and team wellbeing set a benchmark for small









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tribe

fatjoe. - Peec Al PIMENTO. **DIGITAL AGENCY** SALES COACH

D) Diginius **EVENT**