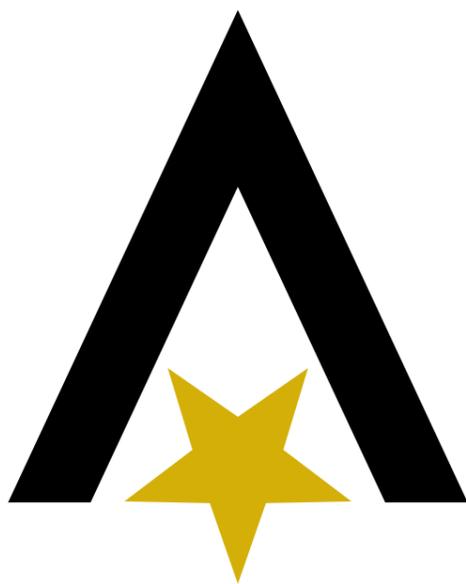




**campaign**  
**AGENCY**  
**OF THE**  
**YEAR**

# **AWARDS REVIEW**

[WWW.AOYGLOBALEWARDS.COM](http://WWW.AOYGLOBALEWARDS.COM)



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# BRAND EXPERIENCE AGENCY

## AMPLIFY

Amplify has offices based in London, Sydney and the US. Its founder, Jonathan Emmins, who started the business more than a decade ago, oversees Amplify's work on a global basis. Recent client wins on the international front include Cartier and the creators of video game Gran Turismo, Polyphony Digital.

With Covid-19 putting paid to many live activations in 2020, Amplify invested in areas such as content and broadcast and innovation and creative technology, devising campaigns that pushed creative boundaries.

Global campaigns included the Gran Turismo World Tour – the launch of the world's largest digital racing platform in Oceania. The experience was broadcast live online on YouTube and Facebook, with commentary in seven languages to an audience of millions. Amplify's work for Converse

featured the 'City Forests' platform, creating public art with innovative, air-purifying, photocatalytic paint, aimed at promoting climate action.

The tail end of 2020 saw Amplify realise its most ambitious global activation to date: the launch of Sony Interactive Entertainment's hotly-anticipated PlayStation 5. The campaign, described by the judges as an 'incredible work of art', ran across 25 territories, blurring the lines between experience, content, out-of-home and digital. It featured a series of light shows that kicked off in California on 12 November, with others taking place in locations such as



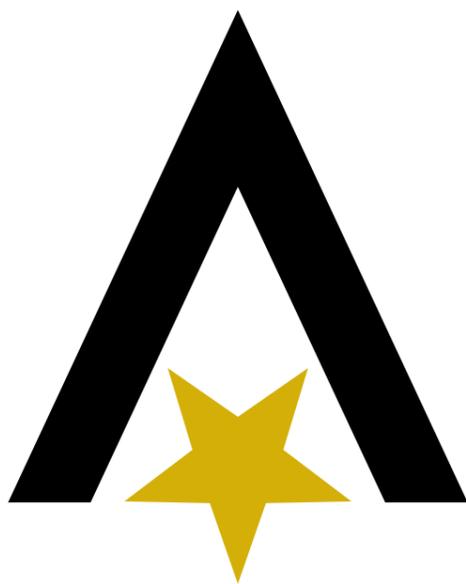
Tokyo, New York, Auckland, Seoul and Dubai. Images of the PS5 console, its DualSense wireless controller and other PlayStation brand imagery were projected onto buildings and monuments.

Judges commended the agency's new business record, its talent initiatives and its industry leadership.

---

### FINALIST

- Smyle



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **CONSULTANCY OF THE YEAR**

### **HALF RHINO**

Singapore-based brand and experience consultancy half rhino was set up in October 2019, with a focus on building brands, developing business partnerships and creating experiential brand platforms that scale globally.

It focuses on three core pillars: 'consult', 'partner' and 'experience'. While the core team is in Singapore, half rhino works with a network of 'permalancers' and forms global partnerships with specialists in several locations, including the UK, the USA, Australia and New Zealand, China, Japan and southeast Asia. Its work spans a number of sectors, including fashion, technology and hospitality.

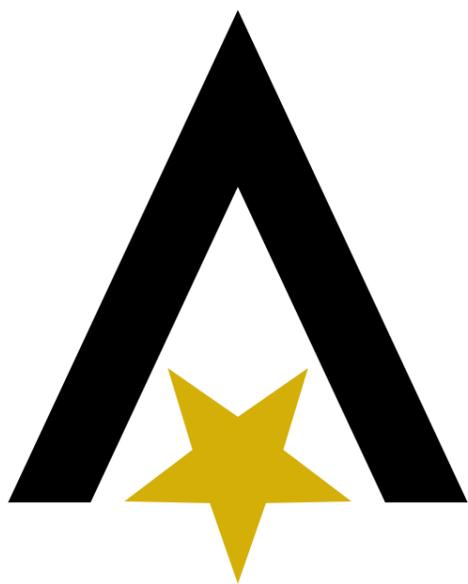
In 2020, the agency's experience campaigns were postponed across the US, UK and south east Asia, owing to the pandemic. Rather than moving to a 100% virtual business model in this space, half rhino intensified its efforts on its other pillars of 'consult' and 'partner' to post significant revenues in its first year of operation. Whilst many businesses are pivoting their business to virtual experiences, half rhino believes this is a short-term strategy, and that virtual has a



channel role within a broader brand approach.

Half rhino also offers a team development programme, focusing on business training, supporting social causes and offering online training and fitness courses. The agency exceeded its forecasts in its first year of operation, ahead of plan and despite the impact of the Covid-19 pandemic.

Judges said half rhino had made a very promising start in just over a year since it was founded, with an impressive client performance. They said the agency 'cracked a unique business model during this pandemic, resulting in a solid performance'.



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# CREATIVE AGENCY

## SPECIAL GROUP NEW ZEALAND

Special Group had an impressive year in 2020 on a number of fronts, despite the impact of Covid-19. It opened two new offices, one in Melbourne and one in Los Angeles and won 40 new pieces of business, including Uber Eats in North America and Canada. It also achieved record revenue and profit numbers

For the launch of Uber Eats' 'Tonight I'll Be Eating' brand platform in the US, Special USA created an ad featuring Mark Hamill, who plays Luke Skywalker in the Star Wars franchise and Sir Patrick Stewart, Star Trek's Captain Jean-Luc Picard. The ad was shared over 135 million times in just two weeks.

Other activity across 2020 included a brand refresh for Australian utility company Optus and 'Every Kiwi Vote Counts', which ran in Australia, the UK and the US, targeting Kiwis overseas to 'Meddle' in their own election. To differentiate New Zealand from other tourist destinations, Special devised a campaign for Tourism New Zealand that ran across 12 different territories, featuring a different Kiwi saying 'Good Morning World' every day on Instagram, for an entire year.

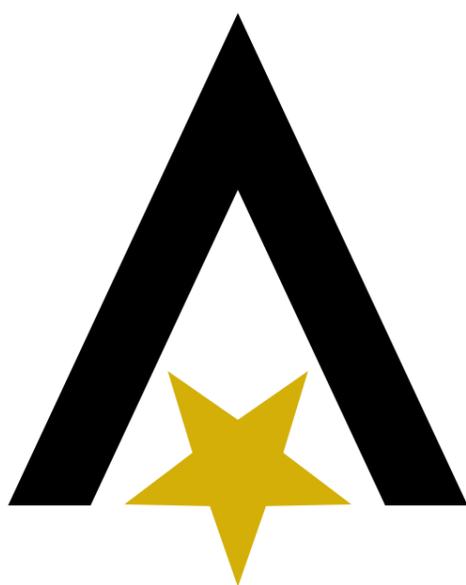
Special also implemented a number of strategic initiatives to deepen client relationships, such as working with clients to define their 'brand on a page', which is used to shape briefs and evaluate creative output. It also introduced 'client ambition sessions', where it works with clients to plan their



focus for the year ahead and a 'ways of working pledge', which looks at how feedback is delivered and received. Judges commended the agency's solid performance, alongside its strong regional and global industry contribution.

### FINALISTS

- adam&eveDDB
- BBH Singapore
- Mother
- The Brooklyn Brothers



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# **DIGITAL INNOVATION AGENCY**

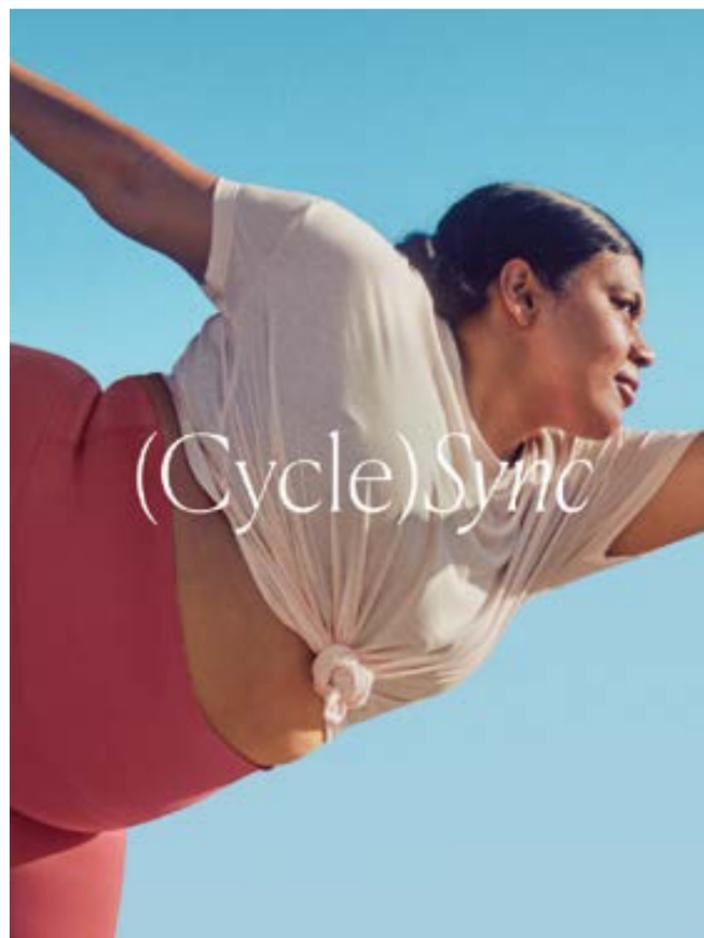
## **R/GA LONDON**

Like many other agencies, R/GA London experienced a general downturn in business development opportunities early on in 2020, owing to Covid-19. During the second half of the year however, and still against the backdrop of the pandemic, the agency bagged 13 major new clients, outperforming its client win record for 2019. New business wins included Beam Suntory, Uber and United Colors of Benetton.

The agency's pitch win rate also increased compared to that from 2019, while client retention rates were impressive too. On the digital innovation front, R/GA London's work included a digital experience for Le Creuset, including a new e-commerce platform for the cookware brand and the creation of a digital community platform for Ikea's loyalty programme, Ikea Family. Called 'Klubbus', members can share their projects, ideas and inspiration on a canvas, and create solutions with sketches, pictures, polls and posts with other members in real-time.

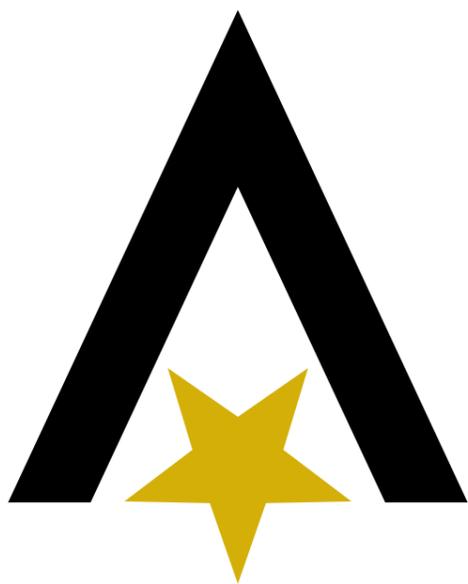
To celebrate McDonald's relaunched 'Happy Meal', the agency used augmented reality to enable families across 120 markets to 'scan the smile' to unlock experiences. R/GA also helped Nike to keep kids moving over lockdown, with a digital programme called 'Move Crew', with content targeted at kids across the UK aged 7-12.

Judges said that R/GA London's 'disruptive and innovative digital projects for its clients', showcased a broad spectrum of digital experience. They said: "[It had an] Impressive new pitch win rate in a pandemic year, plus impactful results for existing clients across different industries and products, as well as a high retention rate amongst existing employees."



### **FINALISTS**

- **Media Monks**
- **Verticurl**
- **We Are Social**



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **IN-HOUSE AGENCY** **U-STUDIO**

U-Studio is Unilever's dedicated, global in-house agency and one of the largest in-house agencies in the world. Done in partnership with Oliver, U-Studio has more than 400 employees across 21 studios and 18 countries, spanning a multitude of disciplines and catering to the real-time marketing needs of three-quarters of Unilever's brands.

Over the last year, it has proved that in-housing is a mindset and not a location. During 2020's Covid-19 pandemic, U-Studio helped over 300 of Unilever's brands gain a competitive advantage globally, and it became one of the most awarded, full-service in-house agencies, with the entire team working from home.

Unilever's products, especially those which help with hygiene and health, had an important part to play in people's lives and homes throughout the pandemic. U-Studio was able to react quickly ensuring that Unilever's brands could connect with the consumers who needed them across video, e-commerce and community management, demonstrating their relevance to changing needs as the pandemic unfolded.

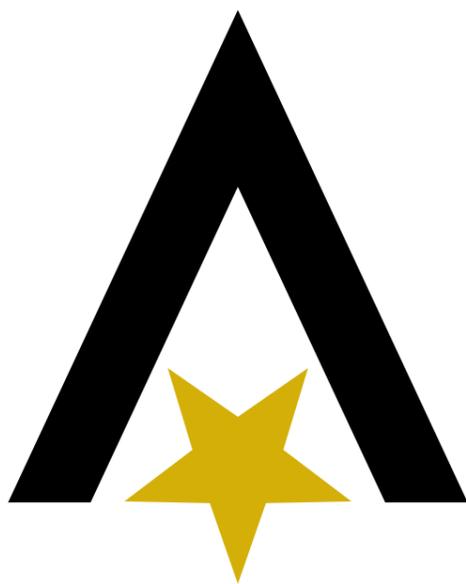
Campaign highlights included a purpose-led global brand platform for Australian deodorant and antiperspirant brand Rexona. Called 'Move More At Home', it reached more than one billion people across 25 countries to support consumers' physical and mental fitness during lockdown. In Indonesia, where gift packaging is typically elaborate and not always



sustainable, U-Studio developed a unique way to reduce packaging, featuring a biodegradable product. Judges said U-Studio was an impressive example of how to do in-housing well, with 'diversity projects and growth'.

### **FINALIST**

- **Creative X**



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# INDEPENDENT AGENCY

## SPECIAL GROUP NEW ZEALAND

In a hotly-contested category, Special Group New Zealand stood out from the competition with its outstanding creative and strong results. Founded in Auckland in 2008, Special Group expanded its footprint in 2014, opening an office in Sydney and more recently in 2020, setting up shops in Melbourne and Los Angeles. The agency says 2020 has been its best year yet. Achievements include Special USA becoming the lead agency for Uber Eats in North America & Canada and devising its first ad for the business. This featured Mark Hamill (Luke Skywalker in the Star Wars movies) and Star Trek's Captain Jean-Luc Picard, played by Sir Patrick Stewart. The ad was shared over 135 million times in just two weeks. Special Australia now leads Uber Eats in Taiwan, Brazil, Mexico, Hong Kong, New Zealand and Japan – all from its Sydney office.

In the last year, the agency's work has run in China, the UK, Germany, Brazil, Mexico, Japan, Taiwan, Australia, New Zealand and the USA. It won a significant amount of new business, with many clients spanning different regions. Optus Australia appointed the New Zealand office to be its lead brand agency from New Zealand, marking the first time that a major Australian utility company has appointed a New Zealand agency.

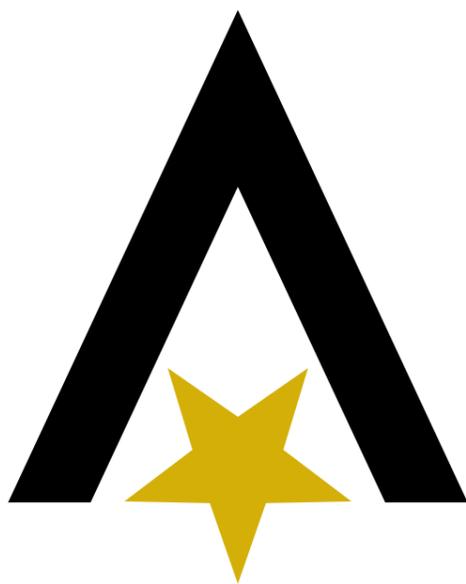
Special Group also launched an initiative to help three start-ups, by offering the agency's skills and resources for free.



Judges commended this approach and said Special Group had global reach and appeal. The agency uses 'local insights creatively' to produce 'excellent and impactful work with strong emotional connections', they said.

### FINALISTS

- Lightning Orchard
- Manifest
- Mother
- Switching-Time
- We Are Pi



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **MEDIA AGENCY**

# **UM**

In late 2019, UM set out to overhaul the traditional agency model and transform the agency into a future-facing, agile and data-driven business with diversity, equity and belonging at its core.

The result was an approach dubbed 'Futureproof', which challenges legacy ways of working,

favoring open-minded ways of embracing all that change can offer. In a world turned upside down by the Covid-19 pandemic, 'Futureproof' helped UM adapt at speed to fast-changing times.

It creates full-funnel growth strategies that identify and invest in future growth areas. UM optimises media spend against business goals by crafting fluid plans designed to win over diverse sets of "high value audiences" - individuals at scale that have the highest business and brand growth opportunity.

Campaign highlights include work for Tourism Australia and Mumbai Police, while UM also deepened its relationships with a range of clients, including Spotify, Just Eat and Coca-Cola. UM agencies across the world secured an impressive number of new business wins and the agency also made its presence felt in thought leadership, leading the evolution of the industry's dialogue around brand safety to also include media responsibility.

Globally, UM has the industry's strongest representation

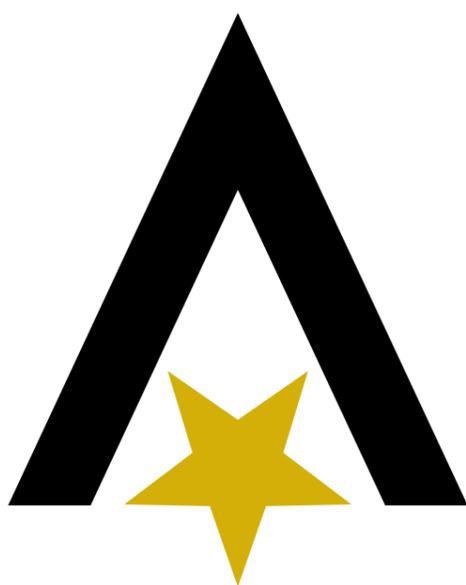


of women at the top, and is known for being one of the most progressive workplaces for women.

Judges said UM had demonstrated a strong body of work with some great results, with an ethical and responsible approach to data. They added that the agency's retention of blue chip clients was impressive, with work combining analytics, artificial intelligence and automation.

**FINALIST**

**Dentsu X**



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# PERFORMANCE MARKETING AGENCY

## CROUD

In the last 12 months, full-service digital marketing agency Croud secured further investment for the business, strengthened its global management team and invested in diversity and inclusion. Its aim across 2020 was to drive forward lead generation, win new business and develop the commercial team's internal capabilities.

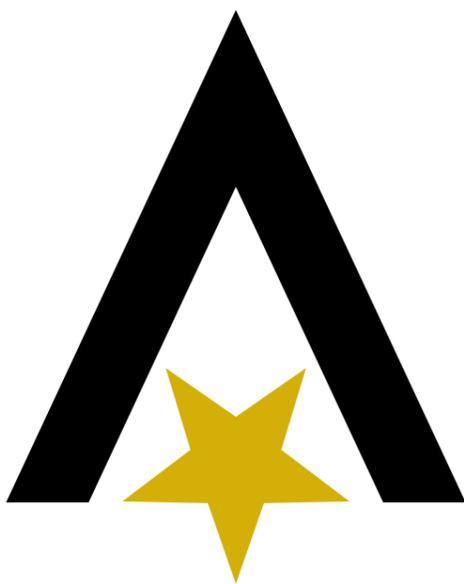
The agency also focused on the development of its in-house readiness assessment tool, which provides brands with personalised insights into their in-housing roadmap. Its custom-built tech, Croud Control, enables the agency to harness the world's first crowd-sourced network of 'Croudies', digital experts who are based all around the globe. Whether it be niche digital specialisms, localised insights or language skills, this network gives Croud the ability to support its clients to drive their global business goals.

Other innovative work included the development of Casey – a gender-inclusive language checker. Casey works like spell check, but for inconsiderate use of language instead of misspelt words. The tool was rolled out across Croud for teams to use and was also shared with clients.



With Avon, Croud worked closely with the brand's technical implementation teams to add a new 'hair dye' category to the site, as well as new product landing pages for different hair dye colours. It also supported Audible in seven markets and across nine languages, assessing, ideating and creating content across many geographies.

Judges commended Croud's business model and the agency's creative use of technology and audience selection tools. They said there was 'good industry thought leadership to help companies drive digital marketing in-house. Marrying data and tech creatively will be the next big thing.'



**campaign**  
**AGENCY**  
OF THE  
**YEAR**



# PR AGENCY

# FLEISHMANHILLARD

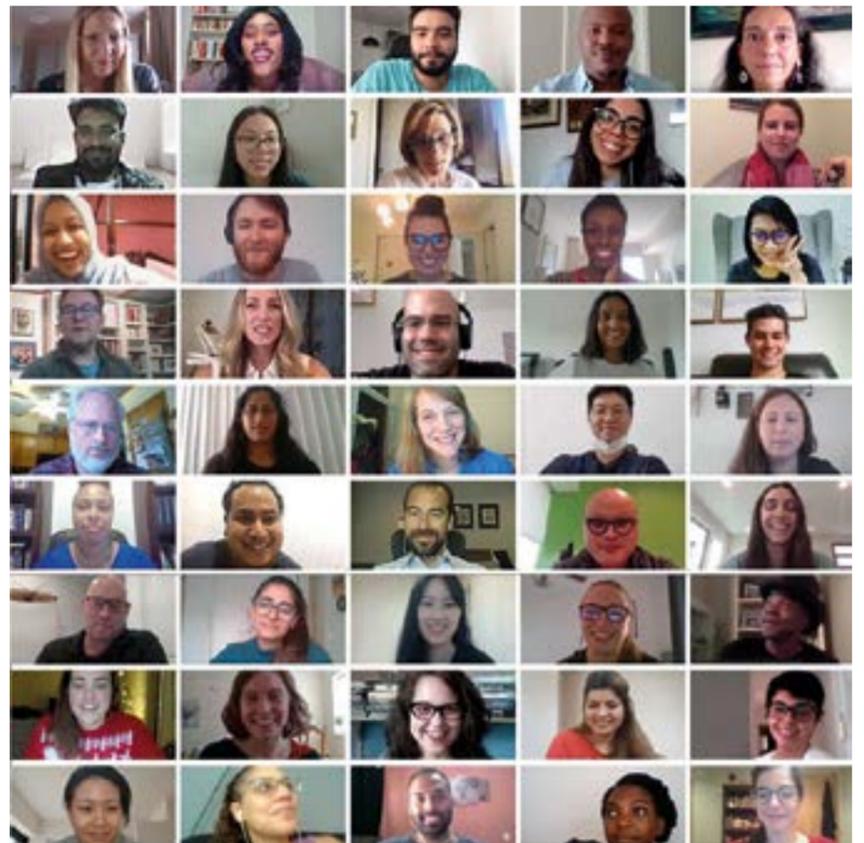
In a year like no other, FleishmanHillard strengthened its offering in key areas such as creativity, thought leadership and diversity, equity and inclusion. For its creative vision, the message was ‘Bend the World’, which aimed to reshape perceptions, reputations, thoughts, feelings, actions and more across cultures, audiences and communities.

As well as delivering critical Covid-19 information, FleishmanHillard’s TRUE Global Intelligence, its research, analytics and insights group, produced material across key business areas. On the DE&I front, the agency launched a global task force, accelerating its DE&I strategy and ensuring this stays central to the agency’s growth and transformation.

This approach resulted in FleishmanHillard retaining the vast majority of its top 50 clients, with almost all of these awarding the agency with new assignments.

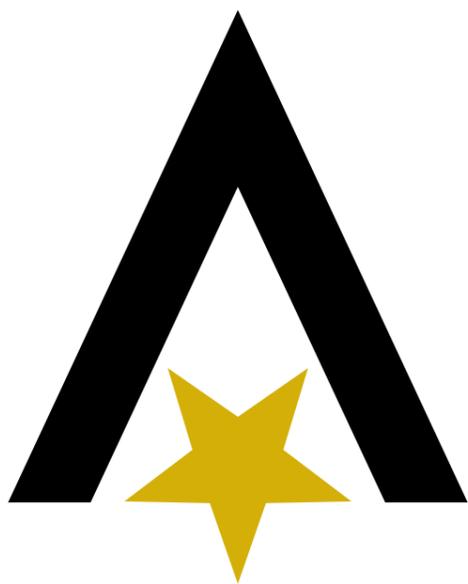
Campaign highlights include work for Roche and its partner, the Marie Keating Foundation, turning breast cancer awareness into a topic worth talking about and significantly increasing Cisco Japan’s social channel engagement, growing Twitter by 831% and Facebook by 156% in one month. It also helped Anheuser-Busch go from “just a beer company” to “respected corporate citizen”; the brand contributed to the community during the Covid-19 pandemic, by supporting the Red Cross in delivering critical supplies, and by using breweries to make hand sanitizer.

Judges said that the agency’s mission was clear and consistent, both on the inside and outside, and that it projected a very strong culture of team working, alongside an ambition to win.



## FINALISTS

- Hill+Knowlton Strategies
- PRIXM | IDEASMACHINA Group of Hakuhodo
- Red Havas
- Sunny Side Up Group
- Switching-Time



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **ACCOUNT LEADER**

# **EDGE “EGGSY” MONTERO**

**managing director, IdeasXMachina Group of Hakuhodo**

Edge Montero joined IdeasXMachina Group in 2018. In the last year, under his leadership and despite challenging times, the agency made new business acquisitions and saw an increase in headcount.

His achievements include championing and growing the Toyota Motor Philippines’ account, Hakuhodo’s most important client. He also helped consolidate Toyota’s other major brands, previously assigned to different agencies, into IXM.

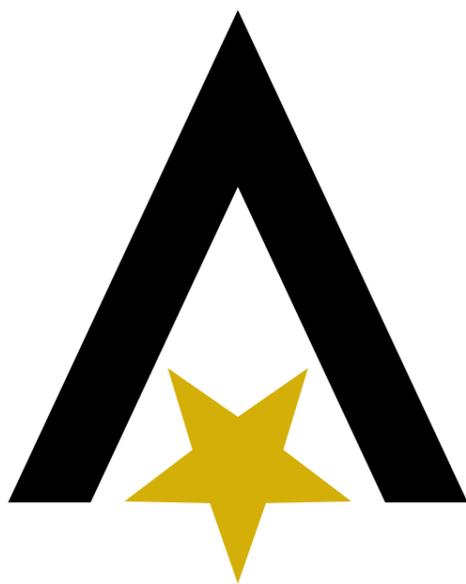
With Montero leading an account management team of 11, cut-through creative executions have been turned into business-building initiatives for clients. Clients have praised his ability to ‘push the envelope’ when it comes to pitches and his skill at being able to work alongside clients as a partner, and not just an agency representative. They are particularly impressed by the way he has developed personal relationships with key decision makers.

Montero has also excelled on a practical level too, recognising the importance of maintaining the agency’s digital operations, particularly with staff working from home during the pandemic. Together with the finance team, he implemented measures to allow e-signatures on important documents such as contracts, cost estimates and billing invoices.

Judges said Montero’s actions had a consistent impact on existing and new clients, with strategic and operational pivots helping both workforce and client needs adapt to pandemic realities.

After only two years at the agency, Montero is now part of the Executive Committee and the Hakuhodo board of directors in the Philippines, working as managing director of IXM, the creative-driven lead brand of IdeasXMachina Group.





**campaign**  
**AGENCY**  
OF THE  
**YEAR**

## **AGENCY LEADER**

# **PHILIPPA BROWN**

**worldwide CEO, PHD**

Philippa Brown spent 12 years as Omnicom Media Group's UK CEO, before being promoted to her current worldwide role in July 2019, becoming the first female global CEO of the agency. She leads a network of more than 6,500 people in 100 offices across 74 markets and also plays a key role in building and strengthening PHD's global client relationships.

Her vision – set out in the first few months of her new global role, is to ensure that PHD is 'the most strategic and creative media network in a data and tech world'. Brown introduced a number of initiatives, including 'Global Creativity Week', where teams from across the globe showcase their best work. In 2020, with the impact of Covid-19 felt across the world, Brown encouraged her leadership team to focus on delivering a strong strategic planning product, enabling client teams to identify the right approaches to help their clients in challenging times. She was also instrumental in the launch of PHD's content and digital commerce offerings, DRUM and Transact, and identified new opportunities to drive growth for clients.

Judges were impressed by Brown's output in her first year in her new role, praising her leadership skills, performance, creativity and culture building. They said: "She should create a master class on how to run a successful global agency network."

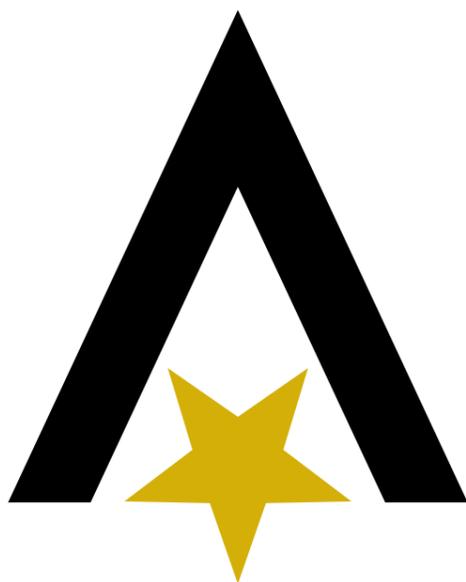
Brown has also developed a new approach to talent management and is an advocate for more female representation across the network. This has resulted in the creation of a talent management community, aimed at sharing best practice and creating new initiatives to nurture and develop talent across the world.

**2020**  
**WINNER**



### **FINALISTS**

- **Third Domingo, chief executive officer, IdeasXMachina Group of Hakuodo**
- **Jonathan Emmins, founder, Amplify**
- **Sunil John, president – Middle East, BCW and founder, ASDA'A BCWASDA'A BCW**
- **Eileen Kiernan, chief executive officer, UM**



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **STRATEGIC PLANNING LEADER**

# **JADE “JEDD” ILAGAN**

**research and strategy director, IdeasXMachina Group of Hakuhodo**

Jedd Ilagan built IdeasXMachina’s planning department from scratch in 2013, and now oversees a team of planners developing consumer insight and data-grounded strategies.

He is responsible for a number of initiatives, including the creation of Brand-Y Marketing and Communications Intelligence, and he also helped contribute to the agency’s record-breaking year in new business wins - against the backdrop of the Covid-19 pandemic.

Ilagan identified how to supplement work that could be lost as a result of current clients lowering their spend, by actively seeking new business elsewhere. His key achievements include sealing a two-year deal with the Philippines telco network DITO Telecommunity and winning the PayMaya Philippines account in a five-way pitch against network agencies. He also helped launch San Miguel’s Cerveza Blanca in Asia, Europe and the US.

Ilagan’s planning team developed PayMaya Philippines “Don’t Pay Cash PayMaya” campaign, which helped the brand significantly close the gap with the market leader. The campaign featured messages that would resonate during a pandemic, such as ‘Don’t pay cash, PayMaya because it’s the safer way to pay.’ This campaign resulted in six million app downloads in 10 months.

In 2020, with many of the world’s population in lockdown, Ilagan explored the different ways marketers could reach their consumers. As research lead for the Hakuhodo network, Ilagan released studies on the impact of Covid-19 in the Philippines, aimed at providing information and direction to Filipino marketers who needed to act fast in the face of the pandemic.

Judges said that Ilagan made the biggest impact on clients’ business through the development of breakthrough consumer strategies and brand and communication strategies, as well as innovation and commercial strategy development.





2020  
WINNER

## TALENT MANAGEMENT PERSON/TEAM

# IDEASXMACHINA GROUP OF HAKUHODO

In 2020, with many people working from home owing to the Covid-19 pandemic, talent management programmes around the world were put to the test. Philippines-based IdeasXMachina delivered above and beyond on this front: employee retention rates remained above set levels, while the agency succeeded in its aim to create a better working environment for employees in the absence of a physical office.

The agency introduced a number of initiatives to recognise talent, including the creation of an additional eight sub-groups with associated leadership areas, with the aim of motivating levels of self-improvement. It also launched a creative competition, improving creative executions and presentation skills.

Its Undertime Pay initiative was recognised by judges as 'a smart way to drive employee retention and engagement'. Its philosophy is to encourage 'working smart and finishing fast'.

The policy operates on the idea that creativity thrives when an employee is free to explore hobbies and interests, even within their 9 to 5 routine, with results thus far showing productivity at an all-time high.

The agency also looked at Covid-19's impact on the 'new normal', devising innovative ways on how employee training



and engagement should be done with the message of 'just because social distancing is enforced doesn't necessarily mean that learning has to cease'.

Employees could attend monthly brainstorm workshops, while bi-monthly competitions focused on improving insight-mining, creative executions and presentation skills.

Judges said the agency's approach was 'a great example of how setting clear targets and empowering people leads to superior results'.



2020  
WINNER

# GLOBAL DIVERSITY AND INCLUSION INITIATIVE

## WE ARE SOCIAL

We Are Social ran its first agency diversity survey in 2018, which led to the creation of its first official Diversity & Inclusion Charter for Change, a three-year programme of action with commitments covering people, culture and work.

In 2020, We Are Social made changes to its charter to make its position on racism clear. In July, it published an addendum stating its commitment to becoming an anti-racist workplace, along with a set of actions to demonstrate this.

These included introducing training for all staff that guides and supports them to have difficult conversations about race and diversity; ensuring there is a candidate from a Black, Asian or Minority Ethnic background for every single open role in the business

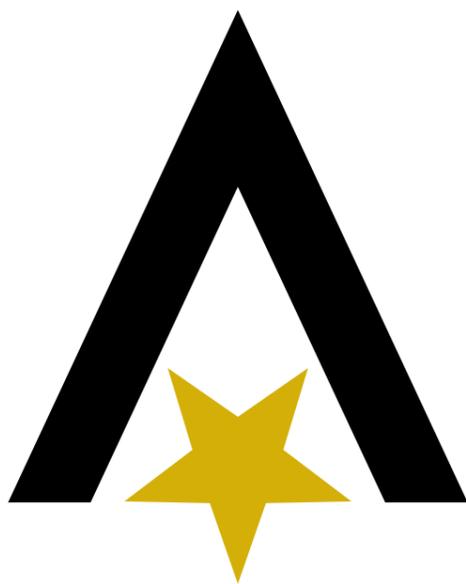
and using the company blog and social channels to give more diverse voices a platform in the UK creative industry.

We Are Social also revisited the goals set out in the 2018 Charter. The agency recognised that while it was performing well in many key areas, there were others that needed more attention. We Are Social's next iteration of the Charter, to be released in 2021, will now run for a one-year period, to better

we  
are  
social

reflect the need to maintain momentum, alongside offering greater transparency and accountability. The new Charter will also incorporate the actions the agency is taking to ensure it builds an actively anti-racist culture.

Judges said that We Are Social has demonstrated its ongoing commitment to diversity and inclusion across the organisation.



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# **BEST PLACE TO WORK: INDIVIDUAL SHOP**

## **IDEASXMACHINA GROUP OF HAKUHODO**

IdeasXMachina's workplace vision is for every employee to think like they are the owner of the business, whether they hold senior or junior positions. It put a raft of measures in place throughout 2020 to ensure that employees are valued and recognised.

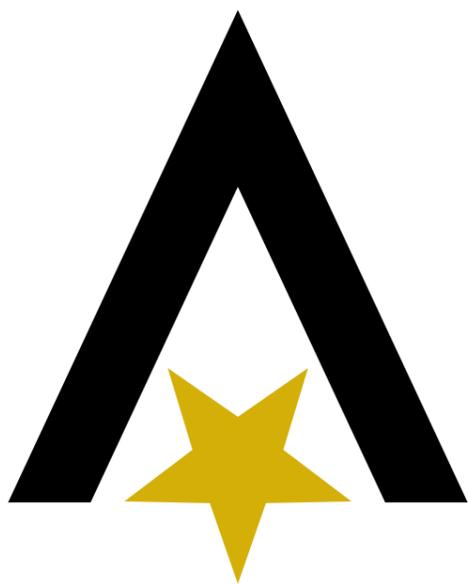
These included 'Undertime Pay', which incentivises staff to finish work before the end of the business day, inspired by the belief that creativity thrives when an employee is free to explore hobbies and interests, even within their 9 to 5 time. The agency also encourages younger members to join the management committee, offering them leadership roles to enhance their training.

With staff working from home, IdeasXMachina set up a 'Better Normal Fund', which offered financial support for employees, such as allowances for home office renovations, fitness equipment and groceries, as well as tuition fee subsidies for all agency employees' children.

IdeasXMachina encourages innovation and creativity among its workforce and says its doors are open for any aspiring and passionate person to enter. It offers staff a range of benefits; over 2020 this included one-on-one bi-monthly sessions with licensed psychologists to help people cope



with isolation, desk plants to help brighten up people's home offices and funds to put towards online training. Judges said the agency demonstrated how to go above and beyond the norm to foster the most productive and rewarding working environment. "The achievements are very solid and within a broad spectrum, using creative ways to try different things and get ahead of the pandemic workforce stress," they said.



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

# BEST OF THE BEST: CREATIVE NETWORK

## VLMY&R US

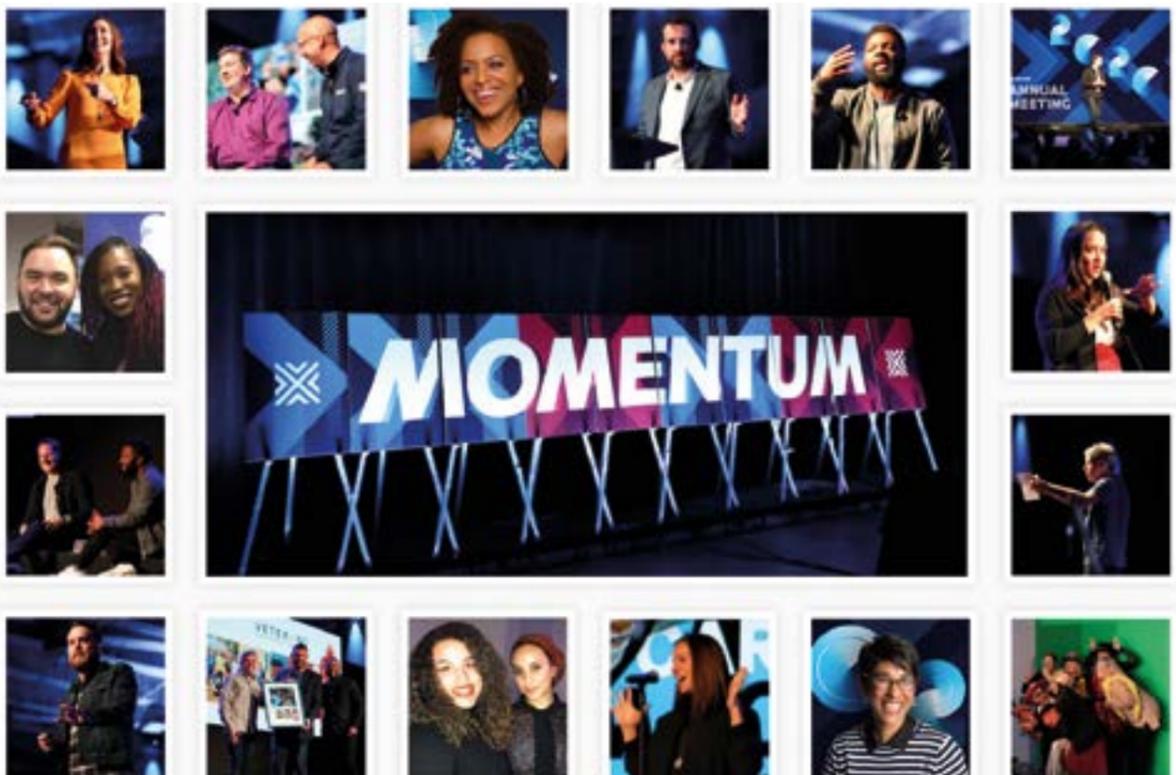
VLMY&R showed resilience, passion, and strength to be named winner in the Creative Network category. In 2020, the agency grew by just under 5,000 people to a head count of nearly 12,000 employees across 85 locations worldwide. It also won key clients including Intel and Walgreens Boots Alliance and focused on expanding talent, geographic footprint and capabilities through a number of initiatives.

VLMY&R launched as the first global healthcare agency focused on Rx specialty pharmaceutical companies, which are researching and developing breakthrough therapies. The agency also focused on its “Creating Connected Brands” proposition, by harnessing creativity, technology, and culture to drive value for client partners.

Other creative highlights include devising a new brand identity and brand platform – Do Something Wonderful, for Intel – the brand’s first new identity update since 2006. For Wendy’s, VLMY&R partnered with the fast food brand to launch a new day part, breakfast.

VLMY&R’s campaign helped families navigate a year where, because of the pandemic, students were graduating without ceremonies. The agency commissioned musical artist Bebe Rexha to create an upbeat dance track by reimagining “Pomp & Circumstance,” and then showcased it in a TV commercial designed to celebrate graduation with the class of 2020.

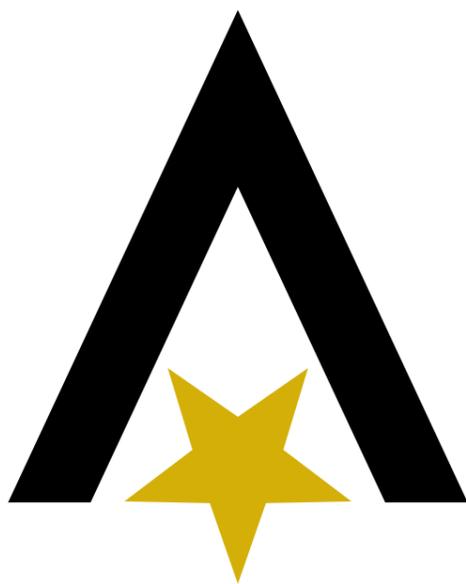
Judges commended the agency’s new business wins



and singled out its ‘enviable work’ for Wendy’s. “There was positive growth year for the US arm of the agency – particularly impressive was the focus on talent, talent development and support around DEI,” they said.

### FINALISTS

- McCann Worldgroup Europe
- TBWA\APAC



**campaign**  
**AGENCY**  
OF THE  
**YEAR**

**2020**  
**WINNER**

## **BEST OF THE BEST: DIGITAL NETWORK**

### **TBWA\APAC**

TBWA's performance in China, Vietnam, Hong Kong, Thailand and Singapore in the last year has been defined by staff growth, new business wins and investment in specialist capabilities.

TBWA\China increased its headcount by 11% and grew revenue, despite losing clients due to budget cuts from the ongoing impact of Covid-19. During the early days of the pandemic, China became a learning reference for TBWA\Worldwide. The China team shared its experience on staff wellbeing as well as working from home and also contributed to industry thought leadership on getting back to work and remote production.

At TBWA\Digital Arts Network Vietnam, the agency invested in collaboration and innovation across data, search, technology, content and production, and won Vietnam's most competitive pitch. TBWA\Hong Kong created the Brave Bear Pack, a product suite designed to help brands find growth in financial adversity. It features data planning services, a cost efficient film studio, and experience design offerings, all of which are proven to be powerful tools to tackle the challenges that have risen from the social unrest and Covid-19 pandemic. TBWA\Thailand focused on strengthening its digital expertise, which resulted in high client and staff retention rates, an increase in revenue and profits and 12 new business wins. TBWA\Singapore's highlights include launching five major global and regional brand campaigns for Singapore Tourism Board, Standard Chartered, Ikea and Spotify. It

**TBWA**

also devised the weekly 'Disruption Clinic' newsletter and a 'Disruption Clinic' consultancy service, responding to recovery and innovation best practice.

Judges said the agency's impressive client list, coupled with a 'great response to Covid-19, thought leadership and pushing their teams to be brave' sets them apart. They also commended the agency's 'great growth' despite a tough environment, global losses and exposure to challenges in the travel sector.

#### **FINALISTS**

- Digitas US
- Oliver EMEA



## BEST OF THE BEST: MEDIA NETWORK

### UM APAC

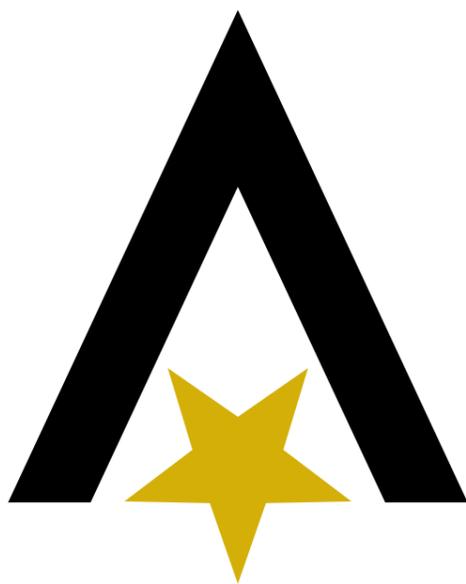
UM's 'Futureproof' concept, where it aims to 'future proof brands by pushing the edge of today's possibilities and hunting for tomorrow's opportunities', stood the agency in good stead in 2020.

There were several highlights from UM's global offices. In Thailand, UM is the fastest growing agency; it delivered significant billings growth and 12 new clients came on board, including Telenor. In Korea, the UM Korea leadership team shared the content for 'Futureproof' to clients and industry partners to drive thought leadership as well as inspire better thinking and work. UM Philippines maintained its billings level, despite the country's worst recession in 30 years, and amid a projected decline in total industry media spend. UM China focused its efforts on driving its new business pipeline, sharpening its 'future proof' positioning and reputation with a cohesive marketing plan, which resulted in six new business wins. In Australia, UM's priorities for 2020 were to 'lead with conscious conviction', by creating an environment of confidence, certainty and value creation for everyone. It achieved this through its 'Decoding Covid' forums and consultancy work with clients, and its Consumer Demand Forecaster (CDF). This launched within weeks of the pandemic hitting, and delivers real-time projections to determine when and how consumer demand will recover or relapse, to enable precise timing on market entry and a client's investment approach. Judges said UM had demonstrated an outstanding track record for new business in 2020 and that the agency's 'Futureproof' concept is 'really strong', clearly enabling some robust results.



#### FINALISTS

- Digitas US
- PHD EMEA



**campaign**  
**AGENCY**  
OF THE  
**YEAR**



## **GLOBAL NETWORK**

# **MINDSHARE**

Mindshare credits its performance in 2020 to its ability to use media to make the world a better place. It demonstrated why its core values of 'speed, teamwork and provocation with purpose' were important. In 2020, the agency pushed its people, clients, and the industry to act with empathy and rethink the role of media, resulting in not only client success but also significant societal impact.

In February, Mindshare became the first media agency to launch a LGBTQ private marketplace in the US. This was the start of the agency's 'Inclusion PMP' series, dedicated to funding the journalism and voices of marginalized communities. This was followed by the Black Community PMP, spanning Black publishers, journalists, artists and content creators.

The agency's PMP series has run numerous campaigns with clients including Campari's SKYY Vodka, Kimberly-Clark's U by Kotex and Tyson Foods. Other campaign highlights included work for Volvo, using neuroscience to optimise emotional impact across audio-visual channels. The agency also partnered with pregnancy charity Tommy's to develop Tommy's Midwife Voice Skill for Alexa and Google Assistant. The partnership's aim was to ease maternal anxiety by allowing expecting parents to get answers to questions on pregnancy and childbirth by using Alexa and Google assistant skills.

Mindshare also developed its thought leadership, with its Global Audiences team launching a trends series, #ID Culture, to explore how culture and the ways people identify with it are changing and evolving.

Judges said Mindshare had demonstrated outstanding performance in new business as well as creative excellence. They said the agency took inclusion to another level, supporting not only their colleagues but also the industry.



### **FINALISTS**

- MediaCom
- TBWA\Worldwide
- VMLY&R
- Zenith