

AWARD JUDGING CRITERIA

One to Watch

The judges will be looking for an agency that people should pay attention to as One to Watch for the future. This award is for those who have experienced a step change in their performance, growth & profile be that from a start-up, buy-out event or simply a step change in an established agency.

Performance & Reputation – 25 points

- Has the agency demonstrated where they have been outstanding in their field in either approach or delivering results? Please use specific work place examples from the past 12 months.
- How do they compare to other agencies of a similar size/date of start up?
- What will they be famous for?

Industry Commitment – 25 points

- Is there evidence of sustained commitment to quality work across their business/project(s)?
- How has the agency contributed to the development of the wider digital community?
- Does the agency show evidence of commitment to sustainably growing their business? Give examples from the past 12 months

Agency Acceleration – 25 points

- Have you had a significant upswing in your growth? Please share examples of key events / changes that have triggered your acceleration.
- How have you grown? Demonstrate results
- Have you won key clients who have fuelled your growth? If so, what activities have you created and implemented with them to achieve this?

Future and Results – 25 points

- How has the agency invested in their future?
- Has the agency been recognised by its peers as being one to watch? (e.g. client or industry testimonials)
- What is the growth rate of the agency year on year?