

AWARD JUDGING CRITERIA

League Table

The Wirehive 100 League Table is an objective measure of the most successful UK agencies in the South outside of London. For the first time we have decided we will generate the League Table from all agencies based in the South of England, outside of London. To get a validated ranking – and 2019 League Table badge - you need to provide 12 months of digital billing. To ensure a fair comparison of agencies this year the requirements for the League Table are as follows:

To enter the League Table, you will need to provide your digital turnover (to the nearest £1000) from 1st April 2018 to 31st March 2019. This must exclude:

- All revenue for media buying, PPC or data
- All revenue generated by registered offices outside of the qualifying regions

If available, please also supply either your:

- Confirmed statutory accounts
- Management accounts signed by a qualified accountant.

If you are unable to supply this information we will assume your turnover based on your latest your filings at Companies House. You will have until the end of August 2019 to supply these.

This information will only be seen by the judging panel and will not be published, made public or used for any purpose other than judging the awards.

If accounts are not available to supply for this period at the time of submission you must be prepared to provide supporting evidence of this figure during the judging period if requested by the judging panel.

During the judging period our independent judges will be validating entries by contacting a random sample of entrants who have not submitted accounts.

Companies who are in the frame for Top 10 spots may need to go through additional validation. This will take the form of providing either of the aforementioned accounts plus a short (no more than 30 minutes) telephone interview with your Financial Director.