THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Headline partner

Accenture Song

MEDIALINK
A UTA Company

WARC
AN ASCENTIAL COMPANY

thinkbox

THE MARKETING SOCIETY AWARDS 2023

Category sponsor

Accenture Song

SHORTLIST 2023

Brand Communication (Large - £15m Plus)



Camelot
The National Lottery
adam&eve DDB
Dentsu

ITV



Confused.com

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Brand Communication (Medium - £5m - £14m)



Jif
Zenith



Guinness
AMVBBDO



Dove
Ogilvy UK



Capita
British Army
Accenture Song



Boots
Walgreens Boots Alliance



Virgin Atlantic
Lucky Generals

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Brand Communication (Small - Under £5m)



LinkedIn
VCCP



Merlin Entertainments



Müller Rice
VCCP



Durex
Zenith Romania



Mowi Salmon



Red Tractor

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Brand Evolution



McDonald's
Leo Burnett



Boots
Walgreens Boots Alliance



ITV



Tesco Mobile
BBH



Airband
The Corner



John Lewis
adam&eveDDB

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Creative Use of Media



Durex
Zenith Romania



Sky



Tesco
BBH



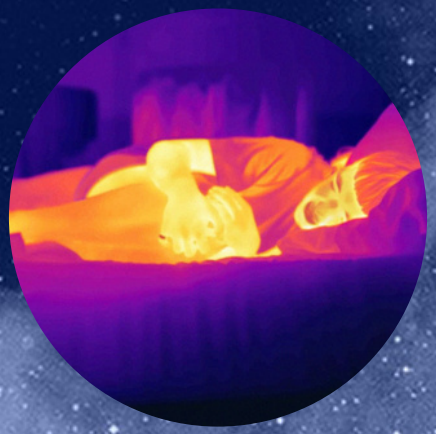
Macmillan Cancer Support
Wonderhood Studios

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Brand Purpose



Virgin Media O2
VCCP



Bodyform/Libresse
AMVBBDO



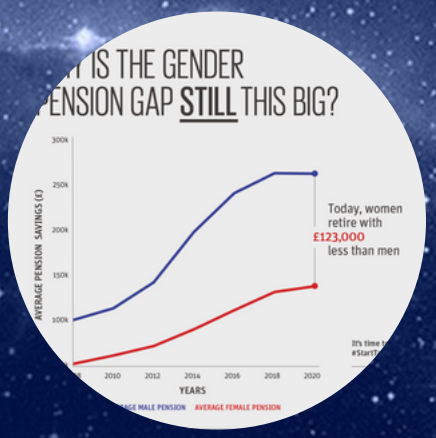
Tena
AMVBBDO



Dove
Ogilvy UK



Boots
Walgreens Boots Alliance



Scottish Widows
adam&eve DDB

THE MARKETING SOCIETY AWARDS 2023

Category sponsor

MRS Evidence Matters™

SHORTLIST 2023

Effective Use of Insight & Data



Dove
Ogilvy UK



IKEA
RAPP



ITV



Philips
Kantar



Imodium
AMVBBDO

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Not For Profit Marketing



Hospitality Rising
Ogilvy UK



Scottish Water
Always Be Content



Mayor of London
Ogilvy UK



International Paralympic
Committee
adam&eve DDB



Campaign Against
Living Miserably
adam&eve DDB



Capita
British Army
Accenture Song

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Business To Business (Large - £15m Plus)



Sage
VCCP



Verizon
The Marketing Practice

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Innovation



Cadbury
VCCP



easyJet

THE MARKETING SOCIETY AWARDS 2023

Category sponsor

Accenture Song

SHORTLIST 2023
Customer Engagement & Experience



Hospitality Rising
Ogilvy UK



KFC
RAPP



Whiskas
AMVBBDO

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Employee Engagement & Experience

Sky Marketing Excellence Programme
Sky UK

Vodafone

THE MARKETING SOCIETY AWARDS 2023

Category sponsor

WARC
AN ASCENTIAL COMPANY

SHORTLIST 2023
Effective & Impactful Strategy



Yorkshire Tea
Lucky Generals

Cadbury
Kantar



Mayor of London
Ogilvy UK



Capita
British Army
Accenture Song



Durex
Zenith Romania



Camelot
The National Lottery
adam&eve DDB
Dentsu

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Successful & Effective Partnerships



This Girl Can
23red



Madri exceptional
Havas London



Müller Rice
VCCP

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Best Agency Team

WeAreFearless.

VCCP

LOOP Agencies

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Best Brand Team

ITV



Camelot
The National Lottery

Boots
Walgreens Boots Alliance

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Marketing For Positive Change



International Paralympic Committee
adam&eve DDB



Scottish Water
Always Be Content



Virgin Atlantic
Lucky Generals



Dove
Ogilvy UK



Cadbury
VCCP



Mayor of London
Ogilvy UK

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Campaign Of the Year 2022



Mayor of London
Ogilvy UK



Virgin Atlantic
Lucky Generals



Dove
Ogilvy UK

STREAM FREE
itvX
The UK's freshest streaming service

ITV

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Judges Choice: CFO Prize



Cadbury
VCCP



Capita
British Army
Accenture Song



Guinness
AMVBBDO



Virgin Media O2
VCCP



McDonald's
Leo Burnett



Sage
VCCP

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Judges Choice: CFO Prize



Camelot
The National Lottery
adam&eve DDB
Dentsu



IKEA
RAPP



Scottish Water
Always Be Content

STREAM FREE
itvX
The UK's freshest streaming service

ITV

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023
Judges Choice: Most Inspirational Story



Mayor of London
Ogilvy UK



Tena
AMVBBDO



Campaign Against Living Miserably
adam&eve DDB



Dove
Ogilvy UK



ITV



Durex
Zenith Romania

THE MARKETING SOCIETY AWARDS 2023

SHORTLIST 2023

Judges Choice: Most Inspirational Story



International Paralympic Committee
adam&eve DDB



McDonald's
Leo Burnett

THE MARKETING SOCIETY AWARDS 2023



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