



# THE MARKETING SOCIETY AWARDS 2023



# SHORTLIST 2023

Headline partner

**Accenture** Song

**MEDIALINK**  
A UTA Company

**WARC**  
AN ASCENTIAL COMPANY

thinkbox

Supported by



**campaign**



# SHORTLIST 2023

## Brand Communication (Large - £15m Plus)



Camelot  
The National Lottery  
adam&eve DDB  
Dentsu



ITV



Confused.com

# 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

# SHORTLIST 2023

## Brand Communication (Small - Under £5m)



LinkedIn  
VCCP



Merlin Entertainments



Müller Rice  
VCCP



Durex  
Zenith Romania



Mowi Salmon



Red Tractor

# SHORTLIST 2023

## Brand Evolution



McDonald's  
Leo Burnett



Boots  
Walgreens Boots Alliance



ITV



Tesco Mobile  
BBH



Airband  
The Corner



John Lewis  
adam&eveDDB

# SHORTLIST 2023

## Creative Use of Media



Durex  
Zenith Romania



Sky



Tesco  
BBH



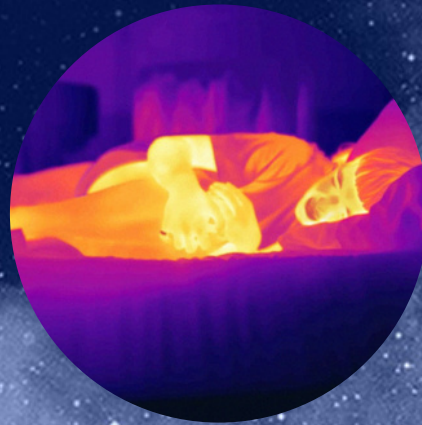
Macmillan Cancer Support  
Wonderhood Studios

# SHORTLIST 2023

## Brand Purpose



Virgin Media O2  
VCCP



Bodyform/Libresse  
AMVBBDO



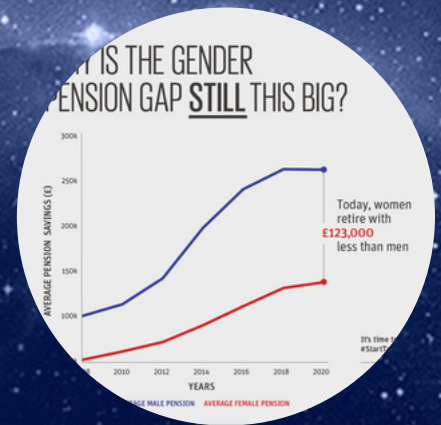
Tena  
AMVBBDO



Dove  
Ogilvy UK



Boots  
Walgreens Boots Alliance



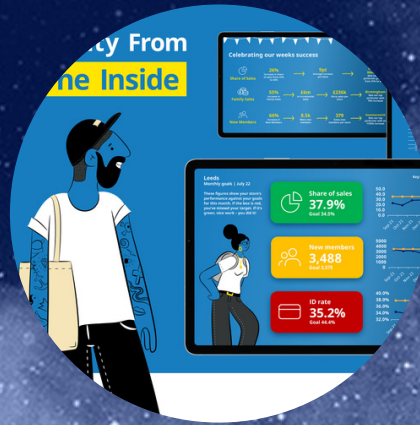
Scottish Widows  
adam&eve DDB

# SHORTLIST 2023

## Effective Use of Insight & Data



Dove  
Ogilvy UK



IKEA  
RAPP



ITV



Philips  
Kantar



Imodium  
AMVBBDO



# SHORTLIST 2023

## Not For Profit Marketing



Hospitality Rising  
IPA 10X



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

# SHORTLIST 2023

## Business To Business (Large - £15m Plus)



Sage  
VCCP



Verizon  
The Marketing Practice

# SHORTLIST 2023

## Innovation



Cadbury  
VCCP



easyJet

# SHORTLIST 2023

## Customer Engagement & Experience



Hospitality Rising  
IPA 10X



KFC  
RAPP



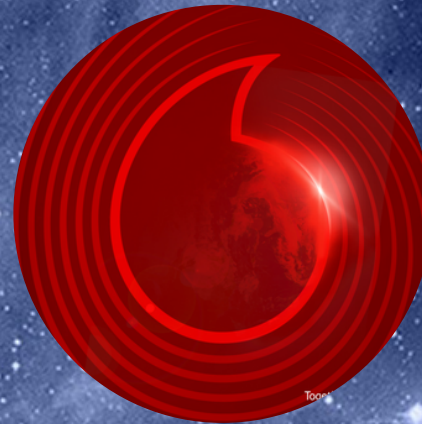
Whiskas  
AMVBDDO

# SHORTLIST 2023

## Employee Engagement & Experience



Sky Marketing  
Excellence Programme  
Sky UK



Vodafone

# 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

# SHORTLIST 2023

## Successful & Effective Partnerships



This Girl Can  
23red



Madri exceptional  
Havas London



Müller Rice  
VCCP

# SHORTLIST 2023

## Best Agency Team



WeAreFearless.



VCCP



LOOP Agencies



# SHORTLIST 2023

## Best Brand Team



ITV



Camelot  
The National Lottery



Boots  
Walgreens Boots Alliance

# 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

# SHORTLIST 2023

## Campaign Of the Year 2022



Mayor of London  
Ogilvy UK



Virgin Atlantic  
Lucky Generals



Dove  
Ogilvy UK



ITV

# SHORTLIST 2023

## Judges Choice: CFO Prize



Cadbury  
VCCP



Capita  
British Army  
Accenture Song



Guinness  
AMVBBD0



Virgin Media 02  
VCCP



McDonald's  
Leo Burnett



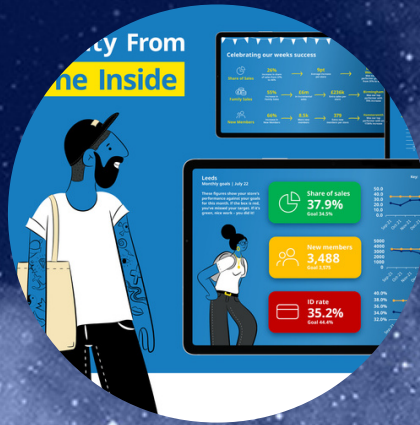
Sage  
VCCP

# SHORTLIST 2023

## Judges Choice: CFO Prize



Camelot  
The National Lottery  
adam&eve DDB  
Dentsu



IKEA  
RAPP



Scottish Water  
Always Be Content



ITV

# 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



# SHORTLIST 2023

## Judges Choice: Most Inspirational Story



International Paralympic  
Committee  
adam&eve DDB



McDonald's  
Leo Burnett



# THE MARKETING SOCIETY AWARDS 2023



# JOIN US

## 28.06.23

Headline partner

**Accenture Song**

**MEDIALINK**  
A UTA Company

**WARC**  
AN ASCENTIAL COMPANY

**thinkbox**

Supported by



**campaign**

