

Media Agency Group nominated for 3 awards

Monday 17 March, 2014

Full service advertising agency Media Agency Group is pleased to announce it has been shortlisted for three advertising industry awards.

The first of the treble nomination is in the Media Agency category at the Prolific North Awards 2014. The award will be presented at a prestigious awards dinner at The Point, Lancashire County Cricket Club on the evening of Thursday 1 May 2014.

Media Agency Group has also received two further nominations in the 40+ staff category at the Recommended Agencies RAR Awards 2014.

These are for the Media Buying Award and the On Budget Award respectively. The RAR Awards ceremony will take place at the London Marriot Hotel Grosvenor Square on Wednesday 23rd April 2014.

The nominations are fantastic news for the independent media agency as it continues to undergo rapid growth and recruitment. Beginning 2013 with just 15 members of staff, the agency now proudly consists of 40 employees, a figure which is expected to reach to over 100 by the end of the year. MAG has recently moved offices to MediaCityUK in order to accommodate this expansion and create an inspiring environment in which to work.

Lee Denith, the CEO of Media Agency Group, said:

'We are absolutely delighted to be nominated for these awards. It further reinforces our excellent reputation within the industry for delivering quality services to our clients. It also highlights our continued investment and development in our team who are motivated by the opportunities available within the company, and the expectation to deliver as 'The Accountable Agency.'

Media Agency Group is constantly striving to provide the best service for its clients, and aims to consistently be at the forefront of new and emerging industry trends. Moving into digital services with our specialist digital branch, Click Tap Media, has been extremely influential in ensuring this.

'We will continue to develop new strategies that will help our clients get closer to their customers. Through tried, tested and trusted combinations of collaborative, results-driven problem-solving, strategic thinking, and our multi-channel customer engagement software, we will carry on moving our clients and their businesses into the future,' said Mr Denith.

For further information on Media Agency Group please call 0845 591 5956 or email lukeb@mediaagencygroup.com

Note to Editors:

Media Agency Group keeps the client at the heart of its business, and ensures that clients are involved in the customer journey right from the onset of the brief, through to implementation and analysis. With a uniquely developed way of tracking online and traditional media, clients can be ensured that the right campaign is executed for them, with results. This bespoke technology finally gives marketers the insight they want – the true ROI of their media campaigns.

MAG's media planning and buying facility is utilised by some of the biggest agencies in the industry, and holds strong relationships with some of the largest media owners, industry bodies, and global advertising networks. But what is also important, is that MAG do not get volume rebates, so offer clients completely unbiased media plans to truly give them the most effective strategy; which is proven effective by the implemented tracking system.

We are also proud to provide free added value exposure of campaigns for clients through an integrated approach, using social media and online coverage.

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Media Agency Group

T. 08451637907

E. lauras@mediaagencygroup.com

W. <https://www.mediaagencygroup.com/>

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