Media Agency Group scoops another two award nominations

Wednesday 8 October, 2014

Full service advertising agency Media Agency Group is delighted to have been shortlisted for this year's Manchester Evening News Business Awards.

After a monumental year of growth and development for the company, Media Agency Group is thrilled to have been recognised for its achievements and service to the industry throughout 2014.

Starting 2013 with just 15 members of staff, Media Agency Group now boasts over 50 employees. After several office moves to accommodate the rapid growth, MAG is now firmly settled in the renowned Media City.The development of six internal divisions enables the provision of expert planning and specialist services across all advertising formats.

The MEN Business Awards nomination comes as part of a run of success for Media Agency Group; after being shortlisted for the Personal Injury Awards last month. The nomination was awarded in partnership with Claim Through Us, for whom Media Agency Group won the multi-million pound annual contract in August of this year.

Appointed to launch and manage the marketing of Michael W Halsall Solicitors' Claim Through Us brand, Media Agency Group implemented their unique tracking system – 'TrAccountable', to create a completely unique and proven effective marketing campaign.

Devised in-house by Media Agency Group, TrAccountable is a revolutionary and original tracking system that allows complete scrutiny and accountability across all spend and performance of a campaign.

The Manchester Evening News Business of the Year Awards represent a celebration of true excellence; recognising companies, business leaders and teams who have demonstrated drive, foresight and courage.

Lee Dentith, CEO of Media Agency Group said:

"These latest nominations are a fantastic achievement for the whole team at Media Agency Group and testament to all the hard work that has been undertaken throughout the year. To be recognised by the MEN for such a prestigious award is a great honour. We are also delighted that our revolutionary tacking system -TrAccountable,is getting industry recognition, and we are extremely excited about taking the software from strength to strength; ensuring accountability in all online and offline spend."

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