Media Agency Group Shortlisted for the 2014 CIM Northern Awards

Tuesday 20 May, 2014

Media Agency Group is pleased to announce that they have been shortlisted in this year's CIM Northern Awards.

The company is nominated for the award for best Digital Marketing Campaign of the Year – an award which takes into consideration how well a company has targeted, implemented and achieved a successful digital campaign.

Media Agency Group is being recognised for the campaign which their specialist digital division – Click Tap Media, created and developed for Jelly Belly Candy Company.

The Click Tap Media team launched the 'Flavour Adventure' concept in response to a brief to increase brand awareness and engage with audiences in the UK, whilst also supporting the work of their distributor partner – Best Imports. A colourful, exciting and engaging online game was developed; giving players new Jelly Belly® flavour and recipe suggestions as well as the opportunity to win spot prizes. Click Tap Media also began managing the Jelly Belly® UK social media accounts, which involved the development of the company's Twitter, Facebook, Instagram and Vine platforms. This encouraged cross-platform engagement and further promoted the Flavour Adventure concept.

The CIM Northern Awards see some of the industry's most innovative companies in the North rewarded for their marketing achievements over the past year, and with an extremely high level of standard seen for 2014, Media Agency Group is delighted to be in the running for this highly prestigious award. This achievement adds to the agency's nominations for this year's Prolific North Awards and Salford Business Awards.

The awards will be presented at a dinner on Thursday 19th June at The Crowne Plaza Hotel, Liverpool. Tickets are available online at www.cimnorthernawards.co.uk, along with further information and the full list of nominations.

Media:



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