Search and digital specialist takes second place in Agency of the Year

Tuesday 21 October, 2014

Vertical Leap is thrilled to have been awarded the runner up position as 'Agency of the Year' in the Wirehive 100 Digital Agency Awards. Only just missing out on the top spot, the competition celebrates the top 100 agencies in the south of England.

Having moved up from fifth place last year, the innovative agency was also short-listed for two other awards on the night: 'Best Use of Search' and 'Best Content Creation'.

The accreditation adds to what has already been an exciting year for the Portsmouth-based company. Just last month Vertical Leap gained Elite Agency status in The Drum Digital Census, a prestigious industry report reviewing agencies from across the UK.

Now, the 'Agency of the Year' runner up accolade is another great addition to a growing portfolio.

"We're thrilled with our second place ranking," said Vertical Leap's head of marketing Andrea Wilcox. "The Wirehive awards are fantastic. They shine a light on some of the fantastic talent that sits outside of the M25 and we're delighted to once again be a part of it.

"Our company is evolving every year, and it's great that Wirehive recognises that. We've moved up from being ranked seventh in 2012, to fifth in 2013 and now second place this year – so the writing is on the wall for 2015. Number one here we come!"

Currently in its fourth year, the awards look for evidence of "hard work, creativity and innovation", all of which are characteristics that sit at the very heart of Vertical Leap's business model.

Competition was fierce with a 40 per cent increase in submissions this year. The rankings were decided by the esteemed Wirehive judges, all of whom come from high-profile marketing backgrounds. This year's panel boasted Adel Zakout (CEO / Co-founder at Clippings, OpenBuildings and Despark), Katy Howell (CEO of Immediate Future) and Tim Tucker (Digital Content Strategist).

The ceremony took place on Thursday October 16 at Denbies Wine Estate, Surrey.

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