

VMLY&R London Named Campaign's Integrated Agency of the Year

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The Integrated Agency of The Year shortlist includes Ogilvy, VCCP, MullenLowe Group, Wunderman Thompson, The & Partnership, TMW Unlimited and Manifest

VMLY&R London has been named Integrated Agency of the Year 2022 by Campaign's Agency of the Year Awards.

The agency was praised for creative output, pioneering industry initiatives designed to drive growth for clients (the Home of Connected Brands, Inclusion Experience Practice, and Gen Z Paradox global research); IPA Platinum for continuous professional development, and, its listing as a Top 25 Employer by Investing in Ethnicity.

Judges said "Bold creative and impactful work. Real tangible people initiatives. The agency feels cutting-edge, relevant and authentic to its values."

VMLY&R London Co-CEOs, Michelle Whelan and Justin Pahl commented, “We could not be prouder. We were up against tough competition and this is incredible recognition of our progress from one of the most influential titles in our global business. The high praise belongs to our amazing people, our clients and our partners. We can’t say thank you enough. We are in full celebration swing!”

The formidable Integrated Agency of The Year shortlist includes Ogilvy, VCCP, MullenLowe Group, Wunderman Thompson, The & Partnership, TMW Unlimited and Manifest.

Andrew Dimitriou, CEO VMLY&R EMEA concluded “Our UK agency is gathering massive momentum. It’s a true centre of creativity and innovation – bringing new ideas, and fresh thinking to market driving value for our clients and accelerating growth. Congratulations to this remarkable team. Watch this space, there’s more to come.”

Tags: VMLY, LONDON