



**The
Majors
19**

In association with
The Drum.

Call for entries
Deadline 26/09/19

Awards that celebrate
the best in creative,
digital and tech.

**MAJOR
PLAYERS**



#TheMajorsUK

Submit your entries at:
majorplayers.co.uk/themajors

Why enter?

- Reap the rewards of your hard work and set a benchmark within your sector, discipline and industry as a whole
- Gain great PR exposure for you and your company
- Stand out from your peers or competitors
- Show your work to some of the biggest names in the industry
- Attend our awards night in November

Award categories

Individual

- Major Designer
- Major Freelancer
- Major Creative / Creative team
- Major PR
- Major Marketing Team

Client

- Major Agency
- Major Social Media Campaign
- Major Innovation
- Major Influencer Campaign
- Major Diversity Champion
- Major Start-up

The judges

Matt Bushby

Marketing Director

Just Eat

Alexandra Jugovic

Creative Director

Publicis Sapient

Sophie McKinstrie

Head of Marketing -

Gatwick

British Airways

David Feldman

Creative Director

We Are Social

Ed Ross

Marketing Controller

ITV

Kimberley Gill

Creative Director

and Partner

BBH

Tony Hector

Creative Director

VCCP Blue

Glenn Manoff

Senior Vice President,

Brand and

Communications

Trust Pilot

Neill Furnston

Creative Director

MindShare

Jack Merrylees

Group PR and Events

Majestic

Jenny Caven

Head of External

Affairs

Slimming World

Yandis Ying

Creative Director

Publicis Sapient

Stacey Torman

Head of PR and

Comms

Salesforce

Ben Jeffries

Director of Comms

and Customer Service

Royal Lyceum Theatre

Iain Lawrence

Creative Director

VCCP Blue

Kat Hahn

Associate Creative

Director

R/GA

Lolly Morris

Head of Design

Iris Worldwide

Emma Booty

Creative Director

Babylon Health

Richard Robinson

Managing Partner

E consultancy

Clare Baker

National Radio Brands

Marketing Director

Bauer Media Group

Fergus Campbell

Director of PR

Gumtree

Matt Cridland

Creative Director

HK Strategies

Philipp Sens

Creative Director

MediaMonks

Kuba Wieczorek

CEO/CMO

Eve Sleep

Ali Hanan

Chief Executive

Creative Equals



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How to enter

Step 1

Select the category or categories you would like to enter and read the entry requirements.

Step 2

Download and fill out the entry form for that category.

Step 3

Submit your entry form and supporting documents directly through the enter now link.

If the files are too large or you are having trouble uploading send via email to sebastian.parker@majorplayers.co.uk

How to impress the judges!

"In today's marketing landscape, shouting loudly just doesn't cut it anymore; we need nuance, as well as crystal-clear, genuine purpose. I'm looking forward to seeing bold, fearless approaches that leave indelible meaning in people's minds."

Sarah Warman, Brewdog

"The key for me is true innovation. I'm looking for campaigns that really set a new benchmark and change the way an audience engages."

Scott Mcleod, Everton

"I love any work that is more than just nice advertising fluff. I'm looking for something genuinely entertaining, interesting or useful, something that actually makes life better in some way."

Katie Carruthers, Digitas

"I am interested in seeing entries that respond sharply to the brief with ideas that feel fresh, smart, entertaining and engaging. I am keen to see how endorsement has been earned across the piste from media to key opinion leaders as well as played out on personal channels."

Christine Morgan, Debenhams

"I'm looking for entrants that approached a brief, delivering tangible results with high creativity while utilising new or existing technology in a way that we haven't seen before. To achieve effective cut through, action and recall in the current environment is hard, so this is where true talent will shine through."

Ben Aronsten, CMO, Seedrs