

The Agency to watch



We were ecstatic last night to receive an IPA Effectiveness Award for our online marketing campaign using our unique approach 'Perpetual Marketing Model', developed for London Business School.

"Absolutely over the moon. This shows how an agency can truly deliver across multiple disciplines with insightful thinking, foresight, expertise and creativity. A brilliant team effort. We hope that as part of the IPA Digital Council we can support the creative industries through effective marketing online."

Scott Williams – Managing Partner

The evening was held at the Hurlingham Club, hosted by Huw Edwards. All the work on show was highly deserving with the entrants proving some of the most effective this year despite a tough climate. We were up against formidable competition including JWT, TBWA, Grey London and Publicis with Serious being the only agency nominated outside of London and Manchester.



"As an ambitious, independent, we are always looking at fresh ways to push the boundaries. We will continue our R&D for 2010 and develop further online marketing tools for our clients."

Chris Norton – Executive Creative Partner

Serious generated a return of £14 for every £1 spent.

For a full case study, the judges remarks and the awards on the night go to: <http://www.seriousdigitalideas.com/blog/serious-win-ipa-effectiveness-award/>



For further information, please contact Stephanie Clark at steph@seriousideas.com, 01932 835 850. **About SERIOUS Ideas** (www.seriousdigitalideas.com) *SERIOUS is an integrated ideas agency that delivers award-winning breakthrough thinking through insight, inspiration and collaboration.*