

The Mission Marketing Group plc

Story awarded 'Overall Direct Winner' at Campaign Awards 2009

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Mission agency Story ends an award-winning year with big wins at the DMA Awards and the Campaign Big Awards. Its digital campaign for Ardbeg Blasda scooped overall Direct Winner at the Big Awards and the Number Two spot in Campaign Magazine's Top Ten Direct Campaigns of the Year.

This year's DMA awards saw Story take the Gold in the financial services category for its 'Every penny is beautiful' campaign for First Direct. The campaign covered a variety of media; online, interactive surface technology, video, POS, and direct mail.

Story was also awarded a DMA Silver for its 'Ardbeg Corryvreckan' digital campaign, a 'sea-quel' to last year's multi-award winning campaign, celebrating a whisky named after Europe's second largest whirlpool.

The 'Topple a Tipple' online campaign for Ardbeg Blasda has been Story's most heavily awarded campaign this year and scooped Number 2 in Top Ten Direct Campaigns of 2009 by Campaign Magazine. Among its wins is Best Overall Direct Winner at the Campaign Big Awards, plus winner in the Direct Alcoholic Drinks category. It also won Best Email Strategy at the DADI digital awards and a Marketing Society Star Award.

The latest wins bring Story a total of 22 awards in the space of 12 months.

Mission CEO Iain Ferguson said, "It's great to see Story living up to its tagline as the UK's bestselling agency by delivering sales for its clients – all made possible by the agency's award winning talent and the chance to work with the world's best brands."

The agency is also hopeful of a great start to 2010 with five finalist places at the International John Caples awards in New York. The winners will be announced in March.

Story's work for the Scotch Malt Whisky Society has finalist placings in the Art Direction and Copy Categories, with the Ardbeg Corryvreckan campaign placed in the Art Direction and Microsite categories and Ardbeg Blasda placed in the E-mail category. Gold, silver and bronze awards will be awarded on 25th March 2010.

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Notes to editors:

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