

marie claire

THE AGENCY BATTLE OF THE YEAR?

**CARAT – IKON – INITIATIVE - MEC - MEDIACOM - MINDSHARE
OMD – UNIVERSAL MCCANN
HEAD TO HEAD AT
MARIE CLAIRE'S GET YOUR FASH-ON**



Wednesday 30th October, 2013: Eight of Sydney's most renowned advertising agencies – Carat, Ikon, Initiative, MEC, Mediacom, Mindshare, OMD, Universal McCann – have battled it out in a series of highly competitive fashion shoots held over one big night at *marie claire*'s signature **GET YOUR FASH-ON** event.

The brief required each agency to put together a team of eight people including models, stylists and editors and bring to life an allocated theme - either Block-Party (black and white) or Trop-fest (Tropical) - within a 15-minute fashion shoot in a cocktail environment where their agency "entourage" cheering support.

The night saw Carat and Mediacom enter the grand final. A catwalk-worthy walk-off then commenced, with **Carat crowned as Sydney's most fashionable agency**.

For the first time, *marie claire* also awarded **Mindshare as Sydney's most sociable agency** in recognition of their presence and innovation across all social platforms in the weeks leading up to the big event and on the night itself.

Jackie Frank, editor/publisher, *marie claire* said the level of creativity was of an exceptionally high standard.

"The 2013 event was the most successful yet with each of the eight agencies bringing their fashion-forward fun and flair. Carat proved unstoppable in the fashion stakes whilst Mindshare scooped the inaugural award for being Sydney's most sociable agency.

"A big congratulations to all agencies who took part. We look forward to bringing the campaign back in 2014," Frank added.

The agencies were judged by Jackie Frank, editor/publisher, *marie claire* along with the senior *marie claire* team. Agencies were assessed on their interpretation of the theme through clothing, hair and make-up, props, poses and final photographs.

The event was held at Sydney's Luxe Studios.

To view a behind the scenes package of the event, visit:

<http://www.youtube.com/watch?v=yLYir72wW w&feature=c4-overview&list=UUA0idIGw4rOBEZG9jDzc8XQ>

Ends.

For further information, please contact:

Rochelle Griggs, PR Manager, Pacific Magazines

Ph: 02 9394 2063

M: 0422 768 925

E: Rochelle.Griggs@pacificmags.com.au