

Voting for the 7th Most Awards still open until 30 June 2015

The Most Lamb Awards for agencies and owners are important. This category was introduced in 2012 to ensure that participants who may not receive a minimum of 30 votes can still win by rating highly at service delivery and innovation.



The Lamb Awards, like the entire Most Awards programme are based on service criteria not turnover or number of employees. A Lamb Award is significant and ensures that all agencies and media owners can share in the spoils and be recognised for outstanding service.

Specialist versus Full Service agencies - The Specialist Media Agency Award recognises agencies that a) operate in only one sector, for example, digital or OOH or b) offer strategy and planning but not buying.

This gives specialist agencies an opportunity to be recognised despite that buying does not take place within their operation. The Most Award for Specialist Agencies is as important as all the other awards presented on the night. To vote, [click here](#).

For more, visit: <https://www.bizcommunity.com>