



Winter 2026

# That was 2025

## The Newsmakers



### FMBE Awards 2025

Celebrating 21 Years of FMBE

The Full Shortlist of Finalists



# AX



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Cover Image: TRO with MINI



## 2025 Shortlist



## Winter 2026

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## Thought Leader – the past year and the one ahead

By Frank Wainwright, FMBE Director

This time last year I predicted a hectic round of mergers and acquisitions would be seen in 2025.

It has come to pass. The big stories of 2025 have been mergers and acquisitions together with leadership team announcements and rebrands.

There's still investment about. 2026 will see more acquisitions. FMBE is in a good place in spite of exterior challenges to the global status quo.

In addition to takeover last year also saw some significant rebrands, indicating new structure and solid ambition. ABM Experience Solutions, magazine sponsor at this year's FMBE is a good example, moving on from Blackjack Promotions with a new brand that better evokes the power and authority of owners ABM.

So, there have been many takeovers and leadership changes...

Of course, not every takeover is beneficial, but from the changes in ownership last year, there's plenty of reason to believe that FMBE skills are long term investible and that, in particular, the US desire to engage

with European consumers and shoppers is an ongoing trend and is compelling enough to be resilient to exterior curve balls.

In short, we can expect further expansion and investment so long as global politics - understood as I type by the simple mention of Greenland - doesn't derail intent. Britain is simply very good at FMBE.

Following merger usually comes invention and we can expect to see new agency launches making the headlines in 2026. It is logical to expect it as mergers inevitably lead to some director level displacement and competency becoming available.

The cross-industry benefit of new agencies coming through next year will be invigorating invention from brands that don't require a global footprint just yet.

Expect 2025 to see big agencies consolidate and small creative agencies make strides. The big agency takeovers might slow down a little, but AI driven tech companies may well see themselves acquired.

I wrote more about this situation in the blog at [fieldmarketing.com](http://fieldmarketing.com).

**Here's are some of the most read FMBE stories from fieldmarketing.com last year.**

## February 2025 - ElevateHer report released

Elevate Global released the ElevateHer report, a comprehensive study that explores gender equality and inclusivity within the events industry. The report, based on data gathered from a survey carried out in late 2024, sheds light on the current challenges and opportunities women face in the workplace, with a focus on the events sector.

The ElevateHER initiative, led by Carina Filek, Chief Operations Officer at Elevate Global, aims to drive real change by addressing critical issues such as career progression, work-life balance, and gender parity. Through this report, Elevate Global sparked meaningful conversations and actions that will help close the gender gap and support women at every stage of their careers.

## February 2025 – TRO starts NOW & NXT

TRO launched NOW & NXT, an initiative designed to infuse diverse thinking into the agency's operations while enhancing decision-making

processes and nurturing future leaders.

Six TROers were appointed: The newly appointed members collaborate closely to support the senior leadership team by providing fresh perspectives and challenging the status quo to drive innovation and strategic growth within the agency.

Through regular workshops and away days, the NOW & NXT board ensure an ongoing dialogue with senior leaders, fostering a culture of inclusivity and continuous improvement.

### March 2025 – Wasserman acquired bluemedial

Global sports, music, and entertainment company Wasserman acquired branding and signage company bluemedial. The deal was announced by Alastair Bewick, Group Managing Director of Wasserman Live, the branding and signage, custom fabrication, live event production and experiential operations division at Wasserman.

### April 2025 - Tesco gets set to go to Goodwoof



N2O, Tesco's exclusive brand experience agency since 2015 – announced it would deliver an experience that's set to entertain and engage visitors at the Goodwoof Festival in May - which is expected to draw a crowd of over 20,000 visitors and 12,000+ dogs!

Tesco's partnership with Goodwoof Festival showed its commitment to meeting the growing demand for high-quality pet care products, and its role as a go-to destination for pet essentials.

It proved to be one of several event highlights for the agency and brand together in 2025.

### April 2025 - Kru Live acquired by Brand Partnership Group

Kru Live announced its acquisition by Brand Partnership Group, a leading network of agencies and partners dedicated to driving brand innovation and long-term growth through strategic partnerships.



This milestone marks the next phase in Kru Live's remarkable twenty-year journey from a small start-up in Southampton to a global leader in brand experience staffing. Founder Tom Eatenton, who launched the agency in 2005, exited the business as part of the transition.

Sarah-Jane Benham, CEO of Kru Live Global, continued in her leadership role.

### June 2025 - Sugarlandia pops up at Future Stores

This mysterious world of Sugarlandia called upon London's rum enthusiasts to discover Don Papa – a single-island rum from the Philippines.

In celebration of Don Papa's relaunch into the UK, starting on



Philippine Independence Day, Don Papa brought a taste of its spiritual home to recently-opened concept space, Future Stores.

Future Stores proved a hit new brand event location right through the year.

### July 2025 – Powerforce declared a force for women

Field Marketing Agency of the Year 2024 Powerforce was named the best place to work for women in the UK in the scheme's Large businesses category.

Great Place To Work UK unveiled its 2025 list of UK's Best Workplaces for Women. Top achievers Happy, Organix Brands Ltd, Powerforce Field Marketing, and Kids Planet Day Nurseries each took first place in the Small (10–50 employees), Medium (51–200 employees), Large (201–1000 employees) and Super Large (1000+ employees) size categories respectively.

### July 2025 - RPM transitions to Employee owned

Independent creative agency RPM has transitioned to an Employee Ownership Trust (EOT), marking a new chapter for the 30-year-old business. The move reflects RPM's long-standing commitment to putting people at the heart of the business, while securing its independence for the future.

The decision follows a period of succession planning and a broader review of the agency's long-term direction. With strong employee retention, a deeply embedded people-first culture, and back-to-back recognition as one of Campaign's Best Places to Work, RPM sees the EOT model as a natural extension of its founding ethos.

### August 2025 – Movista adds AI leverage

Movista Inc., a market leader in frontline retail workforce software, announced the release of its long-awaited AMP Core architecture.

**Continued on page 18...**

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# FMBE - Client Relationships Through 21 Years

An Industry Address by Frank Wainwright, Awards Director

When I first started FMBE Awards in 2004 Brand Experience was still ill-defined as a 'new' marketing discipline. As such the work was ad hoc. Much of it was sampling to beat sell-by for food and drink products when they were reaching expiry in warehouses.

In Field Marketing back then there were a host of corner cutting agencies competing against the legitimate players, hiding behind paper-based report systems that lacked in transparency.

In coincidence with the awards, that changed. We wrote our categories to espouse best practice and to promote ways for well evaluated campaigns and methodical reporting to be championed to discerning clients. Our client-based judging system was born.

Across FMBE we celebrated positive cycles, giving good agencies and sales and marketing directors ammunition vs procurement teams who were pushing to commoditise their efforts for lack of deeper knowledge, and so turning real people into numbers. We armed our client judges to call out unrealistic sampling quotas, embrace in depth brand engagement, trained brand ambassadors, and favour store visits of real consequence.

We willingly lost support from some agencies and told others, without a shred of arrogance, to save their money and not enter.

After a while we did see both recklessness and short-termism diminish.

Agencies winning in the year one awards vanguard, clearly setting and achieving superb KPIs, included CPM, REL Field Marketing, Gekko, RPM and TRO. They produced stand out winners that embraced openness and dialogue. We took our best parameters benchmark cue from them. CPM had success with businesses including Asda and Diageo, relationships that hold true today. TRO was a 2005 winner with Mini, also still ongoing.

iD was another agency, seeing first year recognition for director Paul Ephremson. iD's highly accountable sampling-led experiences dominated our early news coverage in our nascent magazine in 2003. As a business iD regularly generated surveys and progressive talking points.

It isn't at all a coincidence that if we look at this year's shortlist, CPM, TRO and REL are all competing for client retention recognition, whilst iD's sampling related nomination sits alongside an innovative retail experience for sister business Agile Retail. Gekko Group is also at the fore in terms of nominations including one with their agency G2 and growing brand Hisense in Team. RPM, a winner last year with Guinness in Africa has an impressive

contender for long term client Sky this time around. Going back a few years it was RPM who helped Skyride expand Sky's elite cycling team to inspire a cultural shift towards cycling across Britain. It was a sport changer, a game changer and has a huge well being legacy.

These pace-setting agencies established themselves as FMBE pioneers, high on accountability, embracing creativity, and training brand ambassadors better than many others. Slowly but surely some of the less accountable agencies they competed with fell away. And repeat business won them greater momentum.

In year two of the awards American influence was present as agency Ignition won big with the Coca Cola World Cup Relay. The team that made that happen is largely together nowadays under the Wasserman banner. That team has again thrived through client retention for brands such as BMW.

Through the years that have followed FMBE has less often celebrated the short term gains. It has instead seen steady runs of success from client-agency relationships that have built over time.

Agencies that have innovated and built since those pioneering days include Logobrand, Field Sales Solutions, Powerforce, and Ireland's PRL in FM, Blue Square across all FMBE categories, Circle Agency, PrettyGreen, N2O, Fizz Experience and Link Communication in sampling and brand experience categories.

An example of an FMBE regular that has innovated is ABM Experience Solutions (previously Blackjack Promotions) whose first gold win at FMBE rewrote the rulebook in store with Contentainment for World Duty Free (now Avolta) and helped to set benchmarks in shopper connections. The strength of Avolta +ABM has also created a platform that is great facilitator of quality promotions for numerous brands.

Other brand promotion platforms have been built through years of consistency - Fizz with Costco or N2O with Tesco.

The agencies that I have mentioned above have reset the bar year on year leading to some brands and retailers becoming an indelible part of our FMBE history - a glance through my records shows that consistent FMBE winning agency support has been highly beneficial through the years for brands, brand groups and manufacturers including Adidas, Costa, BMW/Mini, Carlsberg Britvic, Coca-Cola, Diageo, Ferrero, JDE Peet's, Lego, Mars Wrigley, Mondelez, Molson Coors, Pepsico, P&G, Pladis, O2, Red Bull Samsung, Suntory, Superdrug, Unilever, Weetabix.

Through the years the vast majority of these brands and brand groups have been part of our judging team and only a couple have not found their way onto the shortlist in this 21<sup>st</sup> year of FMBE.

I could go on at length about these agencies that have influenced the industry whilst winning our prizes more consistently than others. But the reasons they have done so well are also the reasons why they have grown stronger and more influential as agencies:

- **Clear evaluation, openness and trust**
- **Relationship building**
- **Investment in people**
- **Investment in tech**
- **Make it happen attitude**
- **Creative solutions**

The parameter that doesn't come up is cost-efficiency, even though many FMBE Awards do merit Effectiveness. That's because cost-efficiency is best understood in the context of quality delivery.

FMBE has stood to champion campaigns where quality isn't compromised by bean-counting and where multiple KPIs happily co-exist.

This year new champion campaigns will bring new names into the fold and as ever it will be intriguing to see the best of these relationships build. Let's see what the future holds.



As expectations of brands continue to rise, experience has become a defining measure of value. Today's audiences look for authenticity, consistency and meaningful human connection, delivered seamlessly across every touchpoint. ABM Experience Solutions (AX) exists to meet this demand,



Client Relationships: TRO with MINI and CPM with Mars Wrigley

bringing together creative expertise, human-centred design, and operational excellence to deliver standout brand and guest experiences across the UK and Ireland.

Built on decades of experience in staffing, experiential marketing and travel retail, AX combines specialist creative capability with the strength and stability of a multinational organisation. The result is a partner uniquely positioned to help brands engage audiences in complex, high-footfall environments, from airports and retail destinations to live activations and experiential spaces.

People sit at the core of everything we do. Our teams are carefully selected, expertly trained, and aligned to the brands they represent. More than ambassadors, they are the human expression of a brand's values, delivering service, storytelling and connection that elevates the guest experience at every interaction. Across the UK and Ireland, our people bring consistency, professionalism, and warmth to some of the region's most demanding environments.

Alongside our people, AX offers a strong focus on experience design. We work collaboratively with clients to design and deliver immersive brand environments that are both creatively engaging and operationally robust. From pop-ups and promotional activations to long-term experiential programmes, we translate brand strategy into experiences that resonate with real audiences, in real spaces.

Guest experience is approached holistically, informed by service design thinking, insight, and an understanding of how people move through and experience places. This enables us to help brands build journeys that feel intuitive, inclusive, and impactful, while remaining aligned to commercial and operational goals.

What differentiates ABM Experience Solutions is the ability to combine boutique creativity with scale. Backed by ABM's established UK and Ireland presence, AX offers brands the reassurance of strong governance, compliance, and sustainability credentials, alongside agility and creative ambition.

In an evolving experience economy, ABM Experience Solutions is focused on creating meaningful connection, bringing people, brands, and places together to drive lasting impact across the UK and Ireland.



# Shortlist of Finalists

*In order of live presentation*

7:45pm - Category V1

**Special Award, Client Retention, FM**



Contact Field Marketing with Just Eat

We wanted to kick off with special category being presented in my slot, as it sits well with my chance to talk about what it has meant to deliver 21 years of FMBE Awards.

In 21 years the biggest observable change has been the slowing down of contractual turnover. Client agency relations have evolved towards deeper connected strategies. The more mature FMBE becomes the more everyone realises that when you get on a roll, stay with it and build again.

The environment generally benefits when that happens too.

So, these were very strongly contested categories...

**Contact Field Marketing – Just Eat**

**CPM – Mars Wrigley**

**GottaBe! – Norton**

**Green Field Marketing – KP Snacks**

**Logobrand – Carlsberg Britvic**

**Smollan – Mondelez**

Category V2

**Special Award, Client Retention, BE**



TRO with MINI

**GottaBe! – Western Union**

**TCC – Virgin Media O2**

**TRO – MINI**

**We Are Collider – Waitrose**

**Zeal Creative – Nuii**

9:30pm - Category A

**Sales Campaign of the Year**



Field Sales Solutions with Ferrero

A really fine trio of finalists who all delivered sweet success. The category pitched experienced hands for Ferrero and Pladis against first time entrant Foster with Hershey's and Reese's.

A high scoring category this year.

**Field Sales Solutions – Ferrero**

**Foster – Hershey's and Reese's**

**PRL – Pladis**

Category B

**Most Effective Retail Experience**

Sponsored by Nicholson



TCC with Samsung

A very intriguing category that really showed off a variety of instore options. TCC has emerged as a force to be reckoned with in this category bringing their experience and knowledge of the Virgin Media O2 shopper audience to fruition for multiple brands. The category is one where experienced hands have dominated, with category specialists Link taking the Food sampling plaudits. Winning for Drink is ABM Experience and their Whisky Festival for airport travellers, whilst Blue Square has brought its consumer electronics prowess to bear for HP. Finally Agile Retail is a specialist in Retail Experience, an agency that has a great track reputation ahead of this first time FMBE Awards entry.

**ABM Experience Solutions – Whisky Festival**

**Agile Retail – Fanatics**

**Blue Square – HP**

**Link Communication – Barilla**

**TCC – Netflix x O2 Priority**

**TCC – Samsung Galaxy Z Flip6 and Z Fold6**

**TCC – Samsung Galaxy S24 Ultra**

Category C

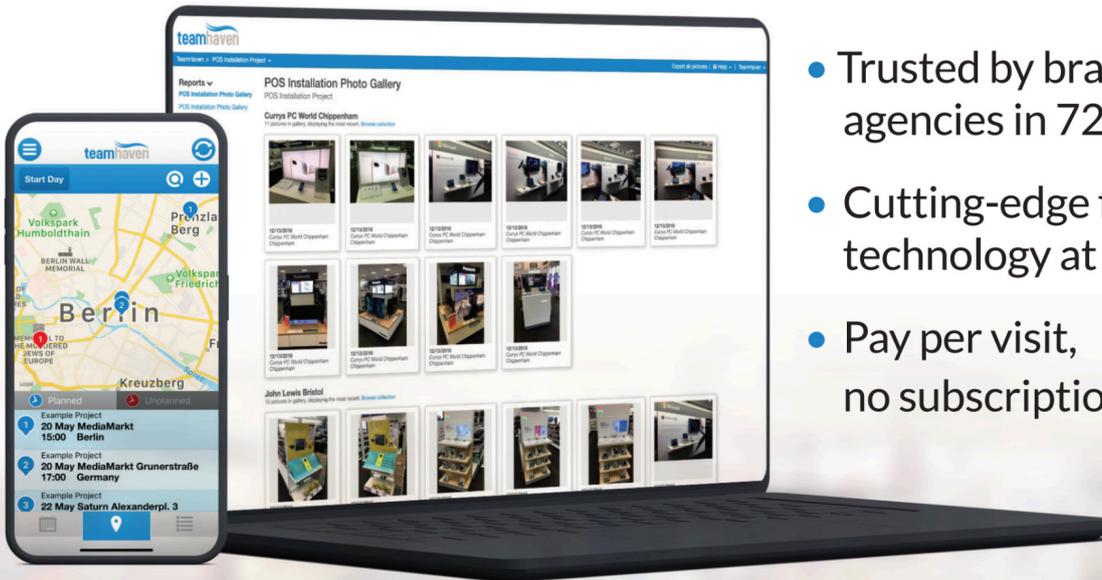
**Field Data Award**

The data category was small but perfectly formed, with two agencies,



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Gekko and Logobrand proving to be at the vanguard of the AI revolution. SmartSpotter on the other hand uses established app based tech to great insight and cost-effective effect for KP. Definitely a tough one for judges.

**Gekko Group – Hisense (Opus AI)**

**Logobrand – JDE**

**SmartSpotter – KP Snacks**

Category D

## Most Effective Instore Campaign

Sponsored by Teamhaven



TCC with Honor

The category split the judging panel. It saw a variety of solutions with many talking points arising. A clear winner did emerge after a fair bit of toing and froing.

**ABM Experience Solutions – Whisky Festival**

**CPM Ireland – Smirnoff**

**Crossell – Kellanova**

**Field Sales Solutions – Mas+**

**TCC – Honor**

**TCC – Samsung Galaxy S24 Ultra**

**Top Notch Sales – Bayer Pharmaceutical**

Category E1

## Most Effective Tactical Campaign (ROI)

Sponsored by Retailwise

The category saw some exceptionally high scoring amongst what were primarily field sales campaigns. That quintet are challenged by a very unique use of brand ambassadors for Tesco by N2O that saw BA teams intercepting and incentivising

shoppers en route to competitor stores.

A category where each presented a good argument to win.

**CPM – Asahi**

**Green Field Marketing – Boost**

**Logobrand – JDE**

**N2O – Tesco**

**Smollan – Campari**

**Smollan – Weetabix**



N2O with Tesco

Category E2

## Most Effective Tactical Campaign (Service – Led)

Sponsored by Retailwise



Highjam with Winnerz

The service-led category saw a great breadth of FMBE skills and an intriguing mix for the judges. There was a highly-trained multicultural campaign at Gatwick from ABM, a highly skilled chiller sell-in team for the new Mas+ Lionel Messi drink by Field Sales Solutions. Winnerz was a street sampling campaign for the promotional competition outfit by Highjam. For Old El Paso, Logobrand found themselves building some very large and eye-catching displays in store. PRL's campaign for Catrice was a sizeable logistical installation activity. And for Smollan we saw festive season sales generated through merchandising to bring the brand through its crucial sales period.

**ABM Experience Solutions – Gatwick Retail**

**Field Sales Solutions – Mas+**

**Highjam – Winnerz**

**Logobrand – Old El Paso**

**PRL – Catrice**

**Smollan – Disaronno**

Category F1

## Team of the Year (FMCG/ Grocery Products)

Sponsored by Movista

In a year when we are celebrating client relationships, four of these teams have enjoyed exceptional longevity, and three have already been Team of the Year in the past –



CPM and Diageo

P&G, Pladis and Weetabix. The Diageo team can easily be mentioned in the same breath, first winning an FMBE gold with CPM back in 2005. That makes team BrewDog a relative new kid on the block, but they are also one that has been in the frame now for a few years focussing on this category.

Our judges loved this category demonstrating the power of people and communications expertise across these exceptionally motivated food, drink and FMCG brands.

**CPM – Diageo**

**Field Sales Solutions – P&G**

**Powerforce – Pladis**

**Smollan – BrewDog**

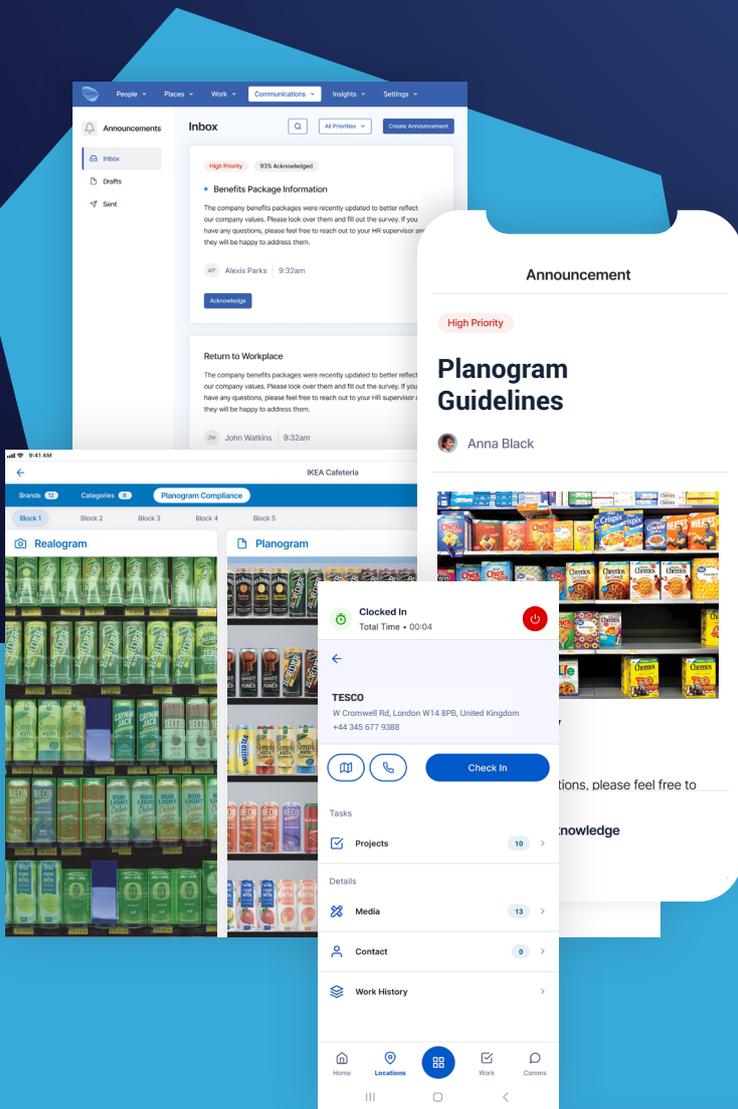
**Smollan – Weetabix**

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## Category F2

### Team of the Year (non FMCG)

Sponsored by Movista



Elevate Global with stichd

Another category that saw some very detailed entries that had a lot to say because they have a lot of achievement to share.

The TNT squad is the most established of these teams, whilst Adidas are steadily showing their ambitions with a great track record in Team. G2 and Hisense have been seen at FMBE for a few years now, delivering sales success as the brand gets bigger and more dominant each year. Highjam and Winnerz are a new team to FMBE and one with real energy and drive. And Elevate and Stichd see their team unity helping to gel the very exacting global brief for Puma's sports merchandise arm through the hectic F1 calendar.

**Cosine – TNT Sports**

**Elevate Global – Stichd (F1 Merchandise Retail)**

**G2 – Hisense**

**Highjam – Winnerz**

**Smollan – Adidas**

### Brand Experience Categories

#### Category G

### Most Effective Sponsorship Activation

This was the first of a few categories where we saw something of a category resurgence. It also really split



RPM with Sky

the panel with no clear winner standing out ahead of the rest. The winner just about garnered enough support for a narrow victory.

The category featured an established set of agency client winner combinations with judges excited by N2O's multi-experience summer festival bus for Superdrug. The same agency impressed in partnership with a different retailer, in this case Tesco, with a highly engaging tour of their Britain's Got Talent bus.

RPM and Sky were also in festival action. The agency and brand have a hugely impressive history with FMBE.

Wasserman and BMW is also a pairing to be reckoned with and this was a standout sponsorship activation featuring super endurance athlete Ross Edgley and his swim around Iceland.

Finally, Zeal Creative – an agency with a great reputation in awards, take on the FMBEs for the first time. The Tena activation took place at Twickenham helping men open up about and normalise the incontinence topic.

**N2O – Superdrug**

**N2O – Tesco**

**RPM – Sky**

**Wasserman – BMW**

**Zeal Creative – Tena**

## Category H

### Most Effective Roadshow/ Shopping Centre Campaign

Sponsored by Space&People and supported with a **£25,000** value space prize from Network Rail.

An intriguing mix here, in a category that was dominated by food and drink brands – with sampling playing a major part. N2O and Simple Skincare was the only product from a non-food grocery category.

All of the entrants convincingly wove in deeper engagement and consumer connection alongside sampling and trial.

**iD – Lipton**

**iMP – The Tofo Co**

**N2O – Dr Pepper**

**N2O – Simple**

**TRO – LiquidIV**

**Zeal Creative – Cheez-it**

**Zeal Creative – Nuii**



iD with Lipton

#### Category I1

### Immersive Event (Promoting Retail Products)



Wasserman with Lidl

A huge resurgence of a category that pre-Covid was FMBE's busiest. It is getting there again with plenty of strength in depth and many winning reputations coming head to head.



The category saw three festival activations, two delivered at the excellent immersive tech driven Future Stores (Pepsi and Don Papa) and one hosted at the dazzling location, Picadilly Lights The Venue.

Judging in this one proved consistent and decisive with a stand out winner that impressed everyone.

**2Heads – Lego**

**Grand Visual with Future Stores and Pepsico – Pepsi**

**N20 – Superdrug**

**Spotlight by Landsec with Backlash and Ocean Outdoor – L’Oreal**

**The Story – Don Papa**

**Wasserman – Lidl**

**Zeal Creative – Starbucks**

## Category I2

### Immersive Event (All other sectors)

Sponsored by Picadilly Lights The Venue



Sage Communications and Events with Royal Enfield

A high quality category saw two classic motor vehicles, two charity/cause campaigns and two entertainment sector brand events. It was certainly a hard one to judge with emotive campaigns that delivered a full range of experiences - from emotive and heart-rending right through to high voltage.

These campaigns made real connections with fanbases and attendees.

As with the previous category one clear winner emerged from the pack to take a very good gold win.

**2Heads – Netflix**

**Experience 12 – Disney**

**Hope&Glory and adam&eve DDB – CALM and ITV**

**Hope&Glory – Oxfam**

**Sage Communications and Events – Royal Enfield**

**TRO – Mini**



Blue Square with Samsung

## Category J

### Immersive Event (Controlled Audience)

Sponsored by Spotlight by Landsec

The category was an absolute statement of the variety and versatility of controlled and invitational events. The category saw ticketed events with consumer appeal, business and training events and influencer/press invitationals.

There was a high standard in this one. Looking from the sidelines it looked a hard one to pick but this was a case where there was a unanimous favourite.

**2Heads – Disney**

**Blue Square – Samsung**

**Gekko – Google**

**Hope & Glory – Pokémon**

**Jackanory – Hyundai**

**N20 – Fanta**

**We Are Collider – Waitrose**

## Category K1

### Integration and Amplification (Shopping Centre or Shopper Location)



IMA with Beauty Pie

This category delivered a new level of maturity. In a world where AI generated ‘stunts’ are easily constructed by digital teams online, the real and authentic is making a welcome comeback. Brands are back to understanding the value of real experiences, real reactions first and foremost, and authentic word of mouth following.

Judges are not impressed just with big visibility numbers, they seek out the trigger points for action and ongoing engagement that may or may not be indicated by those numbers.

The standard in this one was outstanding. It was easy to imagine any of the seven being a winning campaign.

**Hope & Glory and adam&eve DDB – CALM and ITV**

**IMA – Adidas Climacool**

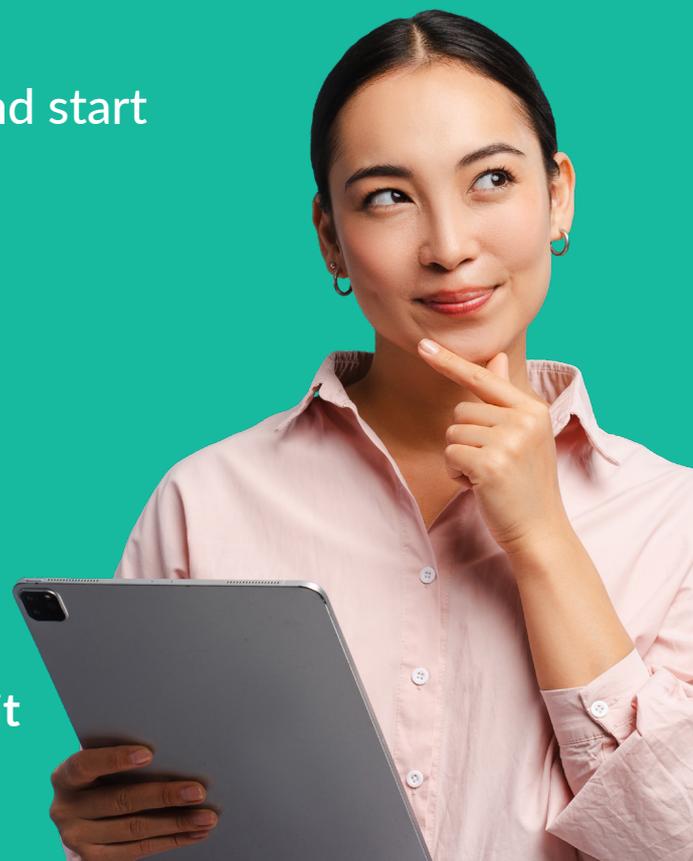
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## IMA – Beauty Pie

Spotlight by Landsec with Backlash and Ocean Outdoor – L’Oreal

Sway with Landsec and Aduro – IKD

TCC – Virgin Media O2

Zeal Creative – Cheez-It

## Category K2

### Integration and Amplification (Festival, Fan and Pop-Up Locations)



2Heads and LEGO

This category saw a very wide mix of budgets being deployed and saw some startling examples that showed how both small budgets and large delivered quality and KPIs, strategy and results.

There was much to admire here, and narrow scoring.

2Heads – Disney

2Heads – Lego

Experience12 – Ebay

Hope&Glory – Oxfam

iMP – Life 360

Sway and John Doe – HelloFresh

We Are Collider – Dune



Ocean Outdoor with Superman

## Category L

### Most Effective Use of AI, Digital or Tech

Sponsored by Innovate Live

The category saw a variety of responses to the brief. The hype around AI might have put entrants off. Only two finalists really channelled that technology - the entries for ABB and JDE.

But pumping screen tech from Ocean Outdoor and studio-live webcasting for King of Meat proved the versatility of this category and from these juxtaposed positions a clear winner emerged.

2Heads – ABB

Logobrand – JDE

Ocean Outdoor – Warner Bros, Superman

We Are Collider – King of Meat

## Category M

### People Powered Event



Eventem with Lidl

Two supermarket teams whose success is built upon consistency training and rigorous criteria came up against a new team brought together for Champion’s League VIP activation. All 3 were received as professionalism++ campaigns by FMBE judges.

So, this was a great contest.

Eventem – Lidl

Kru Live – Heineken

N20 – Tesco

## FM&BE Categories

## Category N

### Brand Ambassador of the Year



Jordan Nichols with Field Sales Solutions for P&G

It is always a special category and chair of judges Tim Fletcher, Carlsberg Britvic, once again led the feedback, stating the high standard that was seen across this year’s finalists.

The category really draws on teamwork - showing how the right individuals thrive with the right mix of agency support and brand opportunity.

The result in this one, inevitably, was close.

Jordan Nichols, Field Sales Solutions, P&G

Marshall Hall, Powerforce, Motorola

Michael McCombe, Smollan, BrewDog

Michael Speedie, Crossell, Proximo

Patrick Mutombo, CPM, Samsung

Scarlett Windle, Experience Staff, Various Brands

Zane Smit, Crossell, Bird’s Eye

## Category O

### Most Effective Small Scale/ Local Campaign



Hope&Glory with Oxfam

Judging this category requires the experience and ability to drop into any FMBE scenario.

This year's competition: a multicultural festive campaign, a Northern Ireland drink launch, a low budget press engagement, a low budget wholesale channel driven campaign, a clever pop-up conversation creator and an elegant 6-day cocktail experience.

There were two favoured winners in a close contest for gold or silver.

**GottaBe! – Western Union**

**Green Field Marketing – Boost Drinks**

**Hope & Glory – Oxfam**

**Top Notch Sales – Navson**

**TRO – Wise**

**Union Collective – No3 London Gin**

## Category P

### Product Launch/ Relaunch Award

This was definitely a stand out category, that, like the small scale one saw a blend of FMBE techniques challenging. It's a category that focuses the judges on how effective the variety of solutions were.

The category also saw two entries with Kellanova's snacking success story Cheez-It, one of which documented the brand experience and its integration in the UK and the other showing how availability was enabled across Ireland.

It's a fascinating category that saw very close and high scoring.

**Crossell – Cheez-It**

**IMA – Adidas Climacool**

**N2O – Dr Pepper Cherry Crush**

**PRL – IDL West Coast Cooler Sunburst**

**Raptor – Captain Morgan x Pepsi Max**

**Smollan – Weetabix Caramelised Minis**

**Zeal Creative – Cheez – It**



Smollan with Weetabix Crispy Minis

## Category Q

### B2B/ B2E Event of the Year

Sponsored by Troxy



Smollan with Henkel

There were 3 business events here, an attention grabbing brand experience at the Grocery industry festival Barcode, a best of breed brand demonstration that dominated the popular Screwfix trade event and a BMW event that let its hair down in the evening with an engaging awards show.

**N2O – Chupa Chups**

**Smollan – Henkel**

**Wasserman – BMW Group**

## Category R

### Shopper Connection Award

Sponsored by Retailwise



Zeal Creative with Tena

The shopper connection category took off to new heights this year. It's a really fascinating one that shows how campaigns cut through to move and motivate shoppers.

Three of the agencies here are on FMBE debut – Creatisan, IMA and Zeal and all of these brought new ideas to the category. The come up against agencies with a big FMBE reputation - Fizz, N2O and Smollan.

**Creatisan – Tingly Teds**

**Fizz Experience – Vahdam Teas**

**IMA – Adidas x Oasis Band With 3 Stripes**

**N2O – Tesco**

**Smollan – Captain Morgan**

**Zeal Creative – Tena**

## Category S

### Most Effective Stand or Display Unit



Zeal Creative with KitKat

Our judges took genuine delight in this category with an especially close gold-silver competition emerging.

The range was great too – a smart instore chiller unit for Mas+, engaging business trade stands for Hiscox and KitKat, an outrageous pop up for the app Life 360, a Britain's Got Talent bus for Tesco and the long haul installation at the airport for Sony InMotion.

**Field Sales Solutions – Mas+**  
**Hiscox – (in house)**  
**iMP – Life 360**  
**N20 – Tesco**  
**PLB Group – Sony InMotion**  
**Zeal Creative – KitKat**

## Category T

### Operational Success of the Year

Sponsored by Promologistics



N20 with Superdrug

The make it happen masters brought us:

A challenging change in field strategy for Ferrero, an exhausting Marathon of a Sunday for The Observer, a highly complex festival set up for Superdrug, a logistically intense installation piece for Catrice, a big scale BA driven campaign for Rockstar Energy Drink, a category overhaul under cloak of darkness for Bart Ingredients and a highly efficient music rights mystery shop for PPL PRS.

**Field Sales Solutions – Ferrero**  
**Highjam – The Observer**  
**N20 – Superdrug**  
**PRL– Catrice**  
**Raptor – Rockstar Energy Drink**  
**Smollan – Bart Ingredients**  
**SmartSpotter – PPL PRS**

## Category U

### Professional Agency Management

The professional agency category saw two teams offering broadly comparable proposals, in that management empowerment has led to significant gains in both agencies.

The third finalist showed our judges how Logobrand's innovations have led to game changing success for Carlsberg Britvic.

**Amplify Retail Execution**  
**Green Field Marketing**  
**Logobrand – Carlsberg Britvic**

## Category W

### Campaign of the Year

Sponsored by Elevate Global

The finalists are announced live on the night.

## Category Z

### International Agency of the Year



Yes Sir!

Last year's winner and last year's bronze winner are back again. Last year it was a silver for Impact in France. This year the third agency shortlisted is Yes Sir! an automotive sector specialist from Belgium.

**CPM Ireland**  
**PRL (Ireland)**  
**Yes Sir! (Belgium)**

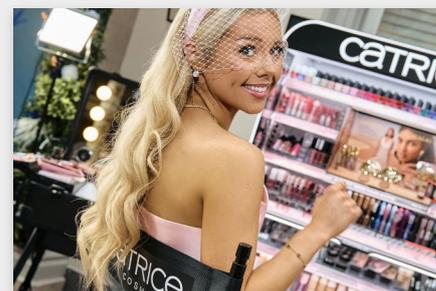
## Category X

### FM Agency of the Year finalists

There have been some close calls in this category before, but this year

topped the lot. A score draw beckoned but we decided against a shared prize on the one winner principle and the judges found just enough to award the win.

**CPM**  
**Crossell**  
**Field Sales Solutions**  
**Green Field Marketing**  
**Logobrand**  
**PRL**  
**Smollan**



PRL with Catrice

## Category Y

### BE Agency of the Year

A big upturn in the strength and depth of some categories saw this extra strong line up of agencies competing for the title.

## 2Heads



N20 with Simple

**IMA**  
**N20**  
**Raptor**  
**TRO**  
**Wasserman**  
**We Are Collider**  
**Zeal Creative**

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**Continued from page 2...**

The new system, built on a cutting-edge modern data infrastructure, is designed to integrate seamlessly with customer systems and leverage the next generation of AI-based optimizations.

Erik Burckart, Movista’s Chief Product & Technology Officer, explained: “AMP Core is simply the most nimble, scalable, interoperable, and secure architecture in our space.”

Founded in 2010 by retail veterans, Movista provides an operating platform for retail-related teams who must function across large geographies—including in-store teams, merchandisers, marketers, and direct store delivery (DSD) representatives.



**November 2025 - Retailwise welcomes Sarah Parekh**

Retailwise has announced the appointment of Sarah Parekh as Client Success & Product Specialist, bringing with her over 12 years of hands-on experience in the retail and tactical execution space. Sarah joins us from senior roles at Retail Marketing Group and Storey. She is highly regarded for her retail leadership and operational excellence.

Sarah’s impressive career began in-store, where she cut her teeth as a trainer for Carphone Warehouse, BSH Group, and Indesit Group – building her core passion for people, performance, and customer connection. Her next chapter at Nokia was equally unforgettable, first clientside and then as account controller with agency Retail Marketing Group – winning the prestigious FMBE Team of the Year Gold Award with Nokia.

**November 2025 - Waitrose Food & Drink Festival returns with We Are Collider**

The Waitrose Food & Drink Festival taking place at London’s Tobacco Dock, returned between 21

and 23 November. The 2025 outing marks its fourth consecutive year, with each event being delivered in partnership with experience agency, We Are Collider.

Covering both floors of Tobacco Dock, with over 10,000 attendees, 260 brands and thousands of products, this year’s iteration is the biggest yet and gives customers even more opportunities to hear top seasonal tips and recommendations from Waitrose partners and product developers. As testament to the festival’s growing reputation amongst food lovers, tickets for the 2025 festival sold-out within two-weeks, three times faster than last year.

**November 2025 - Union Collective bring Berry Bros to US**

Berry Bros. & Rudd, the 327-year-old British wine and spirits merchant marks its US launch with a landmark experience in Washington DC – reimagining three centuries of heritage through contemporary storytelling, design, and hospitality.



Britain’s oldest wine and spirits merchant, Berry Bros. & Rudd, has landed in America. To celebrate its US launch and the opening of its first US store, the 327-year-old brand has unveiled House of 1698 – a three-day invitation-only experience designed and produced by creative studio Union Collective.

**November 2025 - ABM Experience surveys the human connection**

After announcing its rebrand at the start of the month ABM Experience Solutions quickly established the new name behind something it had always focused on, travellers – specifically flyers – and the human condition.

From airport check-ins to duty-free checkouts, artificial intelligence is everywhere. But as automation accelerates, new research from ABM Experience Solutions (**AX**) reveals that travellers still want something no algorithm can deliver: a genuine human connection.

The consumer study of 1,067 travellers explored how people perceive the role of AI and human service in travel retail. The findings show that while travellers welcome technology for convenience, they still crave empathy, authenticity, and genuine connection. And that despite an increasingly technologically driven world, consumers value the human touch.

**December 2025 - 2Heads acquired by Spiro**

2Heads, the London-based creative agency renowned for delivering innovative award-winning brand experiences worldwide, today announced its acquisition by Spiro®, the global experiential agency within the GES family of companies.

This collaboration strengthens 2Heads’ ability to deliver world-class experiential solutions while expanding Spiro’s creative capabilities in the UK and European markets. Together, 2Heads and Spiro will bring brands closer to their audiences through strategic creativity, digital innovation, and impactful storytelling on a global scale. **“For more than four decades, 2Heads has championed the power of creativity and innovation to augment the brand experience and transform how household names connect with people,”** said Paul Godwin, Managing Director, 2Heads.

Thank you to our sponsor,

**ABM Experience Solutions**



# TROXY

## THE LOCATION FOR THIS YEAR'S FMBE AWARDS

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This Grade II-listed Art Deco landmark in East London pairs striking 1930s style with 1,100m<sup>2</sup> of pillar-free space – ready to flex for product launches, brand takeovers, award shows or immersive parties.



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# THE FMBE AWARDS

# 21<sup>st</sup> BIRTHDAY

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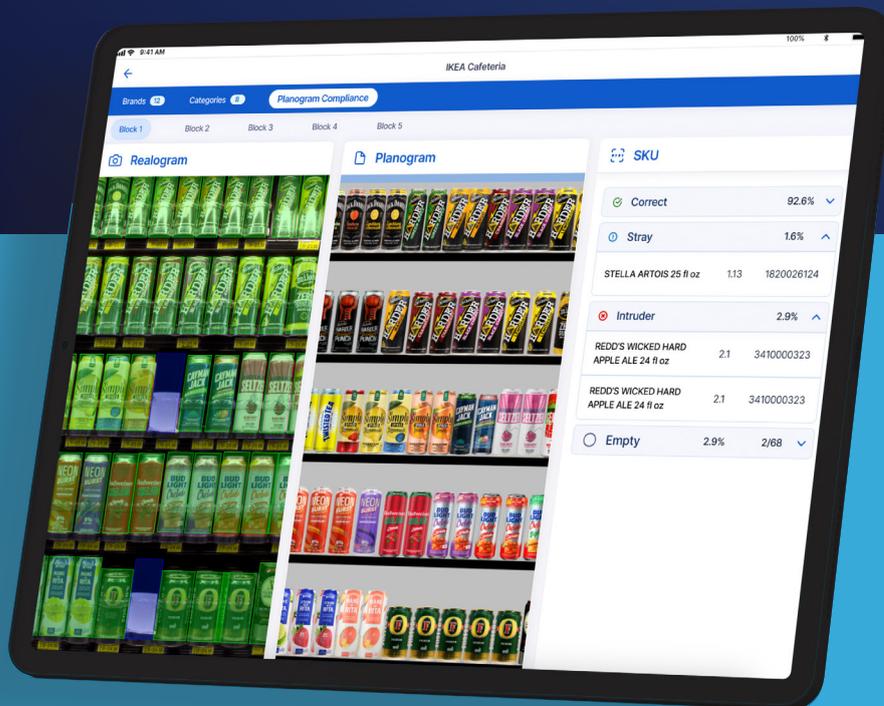


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