

And the gong goes to...

Sadie Groom
CEO

As we have just passed awards season in the film industry, I thought it was only fitting to write about those wonderful pieces of usually metal or glass that we put on our office or home shelves.

I go to a lot of award ceremonies as I am lucky enough to be asked to be a judge and, as well as giving me the opportunity to put some heels on, there are many other good reasons that awards have their place and why you should be entering them. Here are my thoughts including what makes a great entry:

Many companies don't have their achievements written down in one place and this is a great opportunity to do that when you are going for awards. It really focuses the mind and might propel you to ask your clients and team for testimonials.

Judges for awards are more often than not a potential customer/partner/employee of yours, so this is a great way of putting your name in front of them and showing them how amazing you are.

Being shortlisted is good for team morale and gives a reason to celebrate. It is also good for recruitment if you can put the logos on your website and say you are an award-winning company.

Marketing opportunities - it's no shock that I am going to say this, but this is fantastic content for all of your marketing channels.

The ceremonies are great events to take some prospects to - don't forget to sit them next to your biggest fan in terms of clients and they will do the selling for you. As some award ceremonies can go on for a while, we suggest printing out the shortlist and getting your table to do a sweepstake. Don't forget the pens!

So who should write the award entry and what are tips for success? Unlike the Oscars, you don't need to employ



a LA-based agency to do a six month campaign for you (yes, they do that). We would suggest that either your marketing person or agency writes the entry and that it has input from as many people as possible that can highlight why you should win.

Awards are won on the entries, as what else do they have to go on? Start it off with the thought in mind, "what do we need to include to win this?" and then make a plan of what

to include and when to do it (insider tip: most organisers announce a set closing date for entries and then extend it). Things to include:

- Imagine the judges don't know you so you have to sell who you are
- As much data/statistics as possible to show your results - bullet point these to keep it easy to read
- Client/user names and testimonials where you can (here you can get away with mentioning companies that might not let you do press releases or list them on your website)
- Use the opportunity to create supporting materials - if they accept videos, then create a video for the award application (don't just send in a demo video)
- Check your spelling and grammar as some judges will pick up on this lack of attention to detail

So put awards applications into your marketing plans and budget, get going and good luck!

CELEBRATING BUBBLE PROMOTIONS

Louise Wells, Managing Director

Louise Wells has been promoted to Managing Director. She has taken over the day-to-day running of Bubble Agency, including all operational aspects of the business in the UK and US.

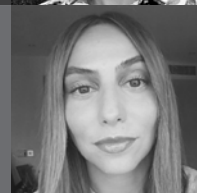
Fun fact: Louise's late Nan was born the same year as Queen Elizabeth II in 1926 and married her Grandad in the same year that Queen Elizabeth married Prince Phillip in 1947. Her late nan would say she was swapped at birth and really was the Queen of England!



Kelli Neve-Read, Account Director

Kelli Neve-Read has been promoted to Account Director and is thriving in her role, working with many leading clients.

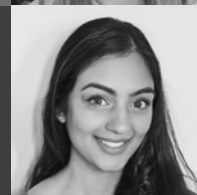
Fun fact: Kelli spent her early childhood growing up 8,000+ miles away from the UK in The West Rand, the urban western part of the Witwatersrand in South Africa.



Nikita Panchal, Senior Marketing Director

Nikita Panchal has been promoted to Senior Marketing Director. Panchal has played a significant role in growing the company's digital marketing team and heading up its roster of clients who use the agency for its 'No Headcount Required' marketing services.

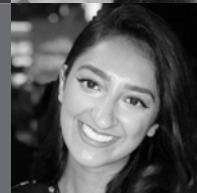
Fun fact: Nikita is a twin and speaks four languages.



Harveen Dhanoa, Senior Marketing Executive

Harveen Dhanoa has been promoted to Senior Marketing Executive after being with the company for a year.

Fun fact: Lewis Hamilton crowd surfed over Harveen after winning the Monza F1 2018.



CULTURE CLUB

The Legend of Vox Machina is a critical success for adaptations

Emma Weeks
Account Executive

Critical Role is now a worldwide phenomenon that began as a Twitch stream on Geek and Sundry, featuring a group of friends (who also happen to be world famous voice actors) playing **Dungeons & Dragons**. The show quickly became a massive media franchise, with the team behind it striving to take their passion for table top games to new heights.

In 2019, the team launched a Kickstarter campaign to create an animated special called *The Legend of Vox Machina*, with a goal to raise \$750,000 for a 22-minute episode. The campaign ended up raising an incredible \$11.3 million, becoming one of the top ten most funded Kickstarter campaigns to date, with over 88,000 backers supporting the project.

The unexpected success caught the attention of Amazon Prime Video, which green-lit a full season of *The Legend of Vox Machina*, featuring a host of well-known actors including Stephanie Beatriz, David Tennant and Dominic Monaghan. The show



Photo Credit: Amazon Studios

artfully navigates key plot points and fan favourite moments while also keeping things fresh, ensuring fans both old and new stayed on the edge of their seats.

The success of the show is well documented thanks to a host of rave reviews across the internet,

including an impressive 100% Fresh critic score for Season 1 on popular ranking site Rotten Tomatoes. Season 2 aired earlier this year, enjoying the same success as its predecessor, and was followed by the exciting news that Amazon had green-lit an adaptation of Critical Role's second streamed campaign,

Might to Mighty, as well as a first-look film deal.

Overall, *Critical Role* is a testament to the power of fan communities and the passion of creators, and should be looked at as an industry example for the success of adaptations done right.

WHY A DULL NAB IS EXCITING

Mark Harrison
CEO, DPP

It's quaint, but sometimes, on my return from NAB, people still ask me, "Did you see any exciting new tech this year?" It's as if technology sufficiently sophisticated to make it onto a trade show stand can be dreamt up and put together almost overnight. (And that's before we get to how bad at my job I must be if I walked around NAB in a state of permanent surprise.)

But having said that, the last two years has been a time when any number of innovations were supposedly about to transform our industry: Web 3.0, NFTs, Blockchain, FAST, Virtual Production, the Metaverse... and now Chat-GPT. The waves of hype have been crashing in so fast they could knock you down.

Normally one would just shrug one's shoulders and chuckle about the claims once made for 3D, VR and 8K.

But what makes techno-hype feel so discordant right now is the commentary currently accompanying any discussion of actual, real world, bill-paying business: inflation, supply chain

shortages, energy costs, mergers and acquisitions, spending freezes. It could be a quiet time in the restaurants of Las Vegas, as the few customers who escaped their company's travel ban wonder how any vendor worth doing business with can afford to buy them a steak dinner.

So has all the fun gone out of media?

Well, maybe extravagance is off the menu, but I've actually never known a stronger sense of partnership between suppliers and their customers. It's ironic that at the very moment it's hard to find the budget for people to get together, the appetite to do so should be so strong.

It's this irony that has led the DPP to produce its first ever NAB report. Its purpose is not to survey the show, or hunt out the hype, but to find out if we can match the needs of end users with what's on display on the show floor: We're looking to join the dots of demand and supply – and, where we find them missing, to highlight the opportunity.

We won't be alone in this kind of endeavour. There'll be a lot of pragmatism on display at NAB 2023.

It also won't be flashy; it won't be 3.0 of anything. But supporting a media supply chain intent on progress in tough times is actually rather exciting.

AI in PR – do we risk losing the human touch?

Rufus Jay
Account Director

Artificial Intelligence (AI) has the power to transform the PR industry, enabling professionals to automate routine tasks, study vast swathes of data and develop insights to better inform strategy.

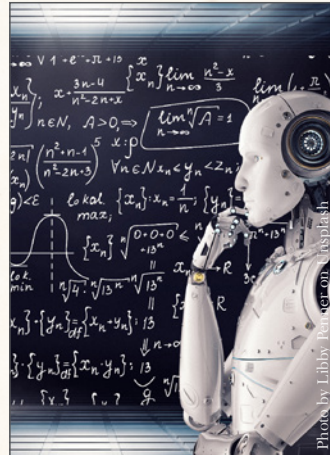
This technology is increasingly being integrated into PR practices and is helping PR practitioners to work smarter and more efficiently. In this article I'll explore some of these emerging workflows, but also ask if we need to be worried about a future where algorithms start to replace humans.

AI is already being used to enhance media monitoring, through improved analysis of media coverage online, on social media and in traditional publications. This technology can scan large volumes of content and identify key themes, sentiments and trends. All this helps to rapidly identify potential issues and make more informed choices on how to proceed; it also allows us to track which campaigns are the most successful.

It's not just media monitoring either; AI can help PR professionals to develop more personalised communication strategies which consider individual preferences and needs. By analysing data on user behaviour and interests, AI can support the development of more tailored messaging that resonates with target audiences. This makes for improved engagement and more successful campaigns.

AI's ability to analyse huge volumes of data also means more insights to enhance PR strategies. Through the use of machine learning algorithms, AI can identify patterns and trends that are not immediately visible to humans. This can help PR professionals make informed decisions about the platforms to use, the messaging to leverage and the content to convey.

Content development is an area where many say that AI poses a threat to jobs. For me, the concern around AI in content development, and PR in general, is overblown. While it's true that AI can generate basic text, most aspects of writing require human creativity, insight and empathy. AI-generated writing may be useful for some things, such as generating simple news articles, but it's unlikely to replace the writing that humans produce.



Similar to writing, great PR requires human traits such as creativity, flexibility, empathy and instinct. AI cannot replace these, but it is going to enhance the work of PR professionals, with improved media monitoring, fact checking and better insights for more effective campaign strategies and messaging. Ultimately, AI will have a huge impact on PR, but the unique abilities of humans will always be valuable and in demand. It is really up to us as an industry to adapt to the changes introduced by AI and find ways to work alongside it, rather than viewing it as a problem.

WHAT WE DO WHEN WE ARE NOT BUBBLING



Kelli Neve-Read
Account Director

When I am not in the Bubble of media and entertainment and AV PR, you will most likely find me strolling along Kent's coastlines.

Anyone who knows me knows I am a heels kinda gal - any heels, any colour! While I will never hang up my heels, I have welcomed walking shoes and trainers to my shoe collection, all in the name of a very much loved new hobby - long walks along the beach.

Since moving out of the city to a small bay nestled on the Kent coast, I have found that blue space is my saviour - the nature around me, the sound of the waves, the sea air, and a smile and a nod to passers-by.

You will find me taking long, leisurely strolls along a few of my favourite spots - Pegwell Bay, Ramsgate

Harbour, Broadstairs and Whitstable - with coffee in hand and Spotify playing through my headphones. The current choice is a mix of House Classics, Lizzo, Prince, Bon Jovi and a few podcasts such as Alan Carr's Life's a Beach and Comfort Eating with Grace Dent to name a couple. I am squeezing in a few of my favourite things - music, laughing and food along the way!

If you find yourself down in my neck of the woods, here are a few gems to enjoy: Belle Vue Tavern, Pegwell Bay; Wheelers Oyster Bar, Whitstable; and Wyatt & Jones, Broadstairs.

Some say that taking some time to walk, just for the sake of walking and without thinking too much about where you are going or why, can act as self-care. So, walking shoes on, headphones on, breathe in the glorious sea air and off I go!

Feel free to contact me for more recommended delights from the Kent coast.

UPCOMING DATES FOR THE DIARY

Here is a selection of dates for upcoming shows within broadcast, film, AV, audio, and sport.

Please note these may be subject to change.

13 – 15 APRIL

NAMM

California, USA

15 – 19 APRIL

NAB

Las Vegas, USA

17 – 19 APRIL

MIP TV

Cannes, France

25 – 28 APRIL

PROLIGHT AND SOUND

Frankfurt, Germany

25 – 26 APRIL

SPORTSPRO LIVE

London, UK

26 – 27 APRIL

MEDIA LOG

Mainz, Germany

9 – 10 MAY

SPORTEL MIAMI

Miami, USA

10 – 11 MAY

MEDIA PRODUCTION &

TECHNOLOGY SHOW

London, UK

16 – 18 MAY

CABSAT

Dubai, UAE

17 MAY

CONTENT DELIVERY SUMMIT

Boston, USA

17 – 18 MAY

UC EXPO

Manchester, UK

18 – 19 MAY

STREAMING MEDIA EAST

CONNECT

Boston, USA

23 – 24 MAY

4SE

New York, USA

23 – 25 MAY

ANGA COM

Cologne, Germany

My favourite things

INTERVIEW

Each issue we will put a Bubble under the spotlight to find out what makes them tick... this issue it is Peggy Blaze, Account Director.

Favourite meal to eat?

Shrimp scampi. It's easy to prepare, always tasty, and I can use lemons from my backyard tree. Caveat: A stellar chardonnay is mandatory.

Favourite TV or film character?

Harry Black, from *When Harry Met Sally*; despite being a pragmatic realist, he always sees the humorous side of things.

Favourite pastime?

I'm addicted to true crime podcasts, in the car, on a walk, or anytime. If I'm alone and have my ear buds in, I'm listening.

Favourite hobby?

The Times crossword puzzle on a Sunday morning is the best way to spend part of my weekend.

Favourite holiday destination?

Wine tasting in Napa Valley, CA, and I have been there many times. On each visit we book a different Airbnb, discover new wineries, and learn about the different varietals (a fancy word for grapes).

Favourite band/artist?

Bruce Springsteen and the East Street Band. Springsteen was born only one town over, and we share the same birthday - only he is much older than me! I had always planned to tell him all this if I ever had the chance to meet him - but when I actually did, I was too star-struck and only said, "Hi."

Favourite song lyric?

I can see clearly now the rain is gone. All of the bad feelings have disappeared. Here is that rainbow I've been praying for. It's gonna be a bright (bright), bright sunshiny day!

– "I Can See Clearly Now" by Johnny Nash

Favourite scent?

Fresh baked cinnamon buns!

Favourite word?

Vacation day. (Oh, wait, that's two words!)



PEANUT CHOCOLATE CHIP COOKIES!

Maddy Grist, Junior Account Executive

What better way to appease your sweet tooth than with some creamy peanut butter chocolate chip cookies? These cookies are quick and easy to make and can even be enjoyed for breakfast (they're that good!)



INGREDIENTS

- 320g all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- 115g unsalted butter
- 200g smooth peanut butter
- 100g granulated sugar
- 200g dark brown sugar
- 2 large eggs + 1 egg yolk
- 2 teaspoons vanilla essence
- 340g chocolate chips

RECIPE

1. Preheat the oven to 180 degrees Celsius.
2. In one bowl whisk the flour, baking soda, baking powder and salt.
3. In a second, and microwave safe, bowl, melt the butter until melted and stir in the peanut butter until they are combined.
4. Into the butter and peanut butter mix, stir in both sugars, until well mixed. Then, add the vanilla and the egg.
5. Bit by bit into the bowl with the butter, sugar, peanut butter and egg, add in the flour mixture and stir well. Add the chocolate chips and continue to mix.
6. Roll the cookie dough into small balls and place on parchment paper. Bake in the oven for 12 minutes until they are golden. Enjoy with a cup of tea!



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