



SOCIAL VIDEO FIRM'S BIG EXPANSION WINS TOP UK BUSINESS AWARDS

A dynamic Shoreditch social video advertising agency has been named as Britain's Most Outstanding Business, picking up three leading industry awards – and a cool £25,000 cash prize.

Unruly, the global social video distribution company behind such campaigns as Compare the Meerkat and the Evian roller babies, has collected two coveted British Chambers of Commerce awards. Unruly won the Business of the Year award, sponsored by Westfield Health, and also the award for Finding New International Markets, sponsored by RBS and NatWest and with it a funded international trade mission.

Judges were so impressed with the company's remarkable growth and ability to respond rapidly to new market opportunities, that they chose Unruly to receive the top award for Outstanding Business Achievement, which earned the company a £25,000 cash prize.

Unruly works with advertising agencies to distribute branded video content across platforms including YouTube, Facebook, mobile applications and influential blogs. The home-grown business works with some world leading brands including T-Mobile, Adidas and Bacardi, and is the first UK business of its kind to build a global presence.

John Longworth, Director General of the British Chambers of Commerce, said: "Unruly is a real success story, establishing itself as an international market leader in just three years. Its innovation and ability to build its business into new markets have contributed to its meteoric rise since its inception in 2006. Unruly's pioneering ethical practices, focus on developing and nurturing its staff, its knowledge-sharing policies and thought leadership work make it a truly inspiring company and its incredible success is largely down to this unique approach."

Unruly has a bigger global reach than any other company in its sector and is positioned as one of the foremost global players in online advertising, leading the sector in ranking, reach and performance as well as in campaigning for higher ethical standards across the industry.

It has a base in five countries and employs 50 people in the UK, with a view to creating 250 jobs long term. It plans to use a portion of its prize money to bring its international team together for the first time for a team-building, knowledge-sharing event.

ENDS

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Notes to editors:

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**

There are nine categories in the annual Chamber Awards. Most Promising New Business, sponsored by BT Business, Entrepreneur of the Year, sponsored by BT Directories, Business of the Year, sponsored by Westfield Health, Innovation Through Technology, sponsored by Dell, Achievement in International Business, sponsored by DHL Express, The Sustainability Award, sponsored by the British Standards Institution (BSI), Excellence in Customer Service, sponsored by AXA PPP healthcare, Excellence in People Development, sponsored by Composite Legal Expenses and Finding New International Markets, sponsored by RBS and NatWest. The Award for Outstanding Business Achievement, sponsored by RBS and NatWest, is awarded to the overall winner, selected from any category.