

Gasp Celebrates Award Win with Pledge to Mentor More Creative Students

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“Fearless and inventive” creative marketing agency wins Agency of the Year gong from One Minute Briefs movement

Wokingham, Berkshire – 26 September 2018 – Having won the Agency of the Year accolade from One Minute Briefs this month, the “fearless and inventive” marketing agency, Gasp (<https://www.gasp4.com>) (@Gasp_4) has pledged to mentor even more creative students in 2019.

Operating on Twitter, One Minute Briefs (@OneMinuteBriefs) is a user-generated content community with almost 18,000 followers and a daily social media reach often exceeding one million. Creative types collaborate there with one rule; they have one minute to create an advertisement or to respond to daily challenges posed by the team, brands, or by charities using the facility free of charge.

Nick Entwistle, founder of One Minute Briefs explains, “We acknowledged Gasp for actively encouraging their creatives to get involved, supporting the growth of the One Minute Briefs movement and ethos, for positivity and of course, for having some amazing ideas.”

Giles Edwards, Founder at Gasp adds, “Our whole team really admires how the One Minute Briefs (OMB) movement encourages the creative community to flex its muscles, share ideas, support each other, compete with itself and keep standards high. Our team established an internal leader board so that we can have some fun challenging each other for number of briefs won. We’re particularly impressed by OMB’s Father Critmas initiative that encourages seasoned creatives to volunteer their time to mentor students. For that reason, we plan to celebrate our gong by doing even more of just that over the coming year.”

Gasp was an early adopter of One Minute Briefs, which over the last eight years has been involved with campaigns such as the Love Your NHS Christmas Number One, raising close to £100,000 for 10-year-old Isabella Little as well as the male mental health ‘Best Man’ project with CALM.

Based in Wokingham, Berkshire the Agency’s recent clients have included Dragonfly Teas, Epson, Jump Giants, The Felix Project, Staples, Warrior Gyms and Westcoast.

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About GaspHell-bent on making its clients more profitable, Gasp thinks simply and intelligently to deliver Strategy across the increasingly fragmented media landscape. Its focus and results remain

consistent; making its clients more successful.

Described by The Drum as “fearless and inventive”, Gasp has left golf balls in people’s gardens, sent cardboard-engineered reindeers across Europe and laid down rain-activated ads on the streets of London. Entirely media-neutral, Gasp’s strategy-first approach follows the three fundamental stages crucial to any solid marketing plan; Research, Strategy and Tactics. Recent tactics have included Advertising, Direct Mail, Social Media, PR, Video, Experiential, Animation and Event Management.

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*The Drum magazine