Bean Media Group Sponsor Two Major Categories at the 2010 B&T Awards

The 2010 B&T Awards will be held this Friday the 3rd of December 2010 at the AJC, Royal Randwick Racecourse. These prestigious awards are designed to recognise excellence across all areas of marketing, media and communications; an all encompassing industry event showcasing excellence across 25 categories. With hosts Chris Taylor and Craig Reucassel from the hit television series, The Chasers War on Everything, this years B&T Awards is a night not to be missed.

Bean Media Group, publishers of the award-winning series Australias Best, will be attending the event as well as sponsoring two major awards; NSW Agency of the Year and Victorian Agency of the Year. After the huge success achieved at the recent Publishers Australia Excellence Awards 2010, Bean Media Group continue to impress in the B2B publishing market and are placed with the likes of AAP, Channel Nine, SBS Television, BBC.com and New Idea as major sponsors for the B&T Awards 2010.

The finalists for the awards have recently been announced, with entries to this years competition up 20% on 2009. More than 260 entries were received across a total of 23 categories, with BMF and Leo Burnett scoring the most shortlist nominations with six each. New Zealands Colenso BBDO was next with five, followed by MediaCom, Clemenger BBDO Proximity Melbourne and M&C Saatchiwith four apiece.

The best Media, PR and Digital Campaign categories attracted the most entries this year, with a significant increase also seen in Best Marketing Team. A total of 63 people are judging this years awards, and all have been extremely impressed with what has been presented to them. The winners for this year will be announced on the night of the event and all finalists are waiting in anticipation. There is no doubt that the 2010 B&T Awards will be a phenomenal success as it has been for many consecutive years.

Chris Dutton, Managing Director at Bean Media Group, says, We look forward to being involved and sponsoring such a prestigious event. To be amongst the best of the best in marketing, media and communications on such a joyous occasion is an opportunity we just could not turn down. This years B&T Awards will be a night to remember and we look forward to hearing who has taken out the top awards.

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