Release Date: Embargoed until 10:00am on 24th September 2024

[Contact Name]

[Organisation Name]

[Phone Number]

[Email]

**[organisation’s name] recognised as one of the UK’s Best Workplaces in** **Advertising, Media & Marketing™!**

[CITY], 24th September 2024

The 2024 UK’s Best Workplaces in Advertising, Media & Marketing™ list was launched this morning by [Great Place To Work® UK](http://www.greatplacetowork.co.uk/), recognising [organisation’s name] among the list of organisations in the [size] category.

[Organisation’s name]’s employees anonymously reported that [a policy or practice in the organisation] makes the company a great place to work.

[Insert details of policies/practices that you proud of: when it launched, how it was rolled out, benefits employees have seen from it etc.]

[For example, any market-leading benefits you offer your workforce, or the ways in which you offer a flexible work environment. Think of how these align with your organisation’s key strategic areas of Trust, Pride, Camaraderie and Wellbeing].

[Insert anonymous employee comment from your latest Trust Index© survey results which describes why your people feel they work for such a great workplace].

Great Place To Work® UK administered their research-backed Trust Index© employee survey and analysed the responses of UK-based Advertising, Media & Marketing employees to determine the Best Workplaces™ list.  The surveys asked employees to comment on how their company supports their work-life balance, sense of fulfilment, job satisfaction, psychological safety and financial security. Evaluations also included an assessment of how well the organisation was able to deliver consistency of their employee experience across all departments and seniority levels.

Analysis of the sector employee survey responses found:

* **68% of employees at the UK’s Best Workplaces in Advertising, Media & Marketing feel they “receive a fair share of the profits made by the organisation” compared to a UK average for the sector of 45%**
* **83% of employees at the UK’s Best Workplaces in Advertising, Media & Marketing agree “we have special and unique benefits here” compared to a UK average for the sector of 47%**
* **92% of employees at the UK’s Best Workplaces in Advertising, Media & Marketing feel “people are encouraged to balance their work life and their personal life” compared to a UK average for the sector of 61%**
* **90% of employees at the UK’s Best Workplaces in Advertising, Media & Marketing say “this is a psychologically and emotionally healthy place to work” compared to a UK average for the sector of 61%**
* **86% of employees at the UK’s Best Workplaces in Advertising, Media & Marketing say “I want to work here for a long time” compared to a UK average for the sector of 67%**

[Insert quote from your CEO or HR leadership sharing why you’re proud to be ranked a UK’s Best Workplaces in Advertising, Media & Marketing].

Benedict Gautrey, Managing Director of Great Place To Work® UK said:

“Advertising, media and marketing cover a dynamic sector heavily influenced by rapidly changing consumer behaviours and emerging tech. Leaders at the UK’s Best Workplaces acknowledge that there will always be parts of one’s job which will cause stress, and which cannot be changed – such as the fast-paced landscape of certain industries. As such, these organisations champion a multi-faceted wellbeing strategy which is integrated within their company culture and everyday ways of working. From mental health and psychological safety to job design and fulfilment at work – these organisations have implemented effective, holistic strategies able to target all dimensions of employees’ wellbeing, leading to a healthier, more engaged workforce. Congratulations [company name] for creating a truly ‘great’ workplace.”

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**About** [Organisation’s name]

[Insert your boilerplate here]

**About Great Place To Work®**

Great Place To Work® is the global authority on workplace culture, on a mission to make every company a great workplace for all. Every year, they receive direct feedback from over 10 million workers around the world telling us how they really feel about their employer. Their survey is completely confidential and anonymous, so people can feel comfortable to be honest about their workplace, and companies can gain detailed insights into how they can better serve their people.

Only those employers who have the highest levels of trust, job satisfaction, and who empower ALL their employees to thrive both in and outside of work are awarded official Best Workplaces™ recognition.

For more information, visit [www.greatplacetowork.co.uk](http://www.greatplacetowork.co.uk)