

Nomination: 5798

Megaphone

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Megaphone
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Megaphone
Category A01 - A31 Employer of the Year > A01 - Employer of the Year - Advertising, Marketing, & Public Relations
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Renowned internationally, Megaphone is a proudly unique Melbourne-headquartered full-service digital marketing agency that has continually striven toward two goals: one, be the world's best marketing agency, and two, be the best place to work. Since 2020, as other agencies struggled with pandemic-related hurdles, Megaphone continued to prove its value for clients and employees alike. Thanks to constant learning, innovating, and adapting, Megaphone expanded dramatically from ~40 employees to 120 in just two years. The reason behind year-on-year growth and myriad awards (including 2021's #1 Social Media Agency in Australia; and 2022 Best Agency Culture (Global Agency Awards Finalist) is the culture centred around radical personal development and nonstop education. By creating an environment that inspires innovation, Megaphone's team can continually upskill and grow, inviting substantial career progression (and fulfilment) and substantial client success. The agency offers a month-long training program (led by a qualified school teacher) teaching transferable skills relevant to digital marketing and life, and also provides access to endless books, mentorships, courses, podcasts and wellness events. Megaphone helps 350+ clients reach (and surpass) their goals, and receives thousands of applications thanks to its reputation as one of Australia's most engaging, challenging, collaborative and fun workplaces.
b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required Ingrained in the company DNA, Megaphone's phenomenal growth (clients tripled in 2021 alone) is thanks to a rare culture. Throwing bureaucracy and ego out the window; the open-door, learning-obsessed environment inspires staff to get the best out of themselves daily. We believe that only by nourishing, challenging, and developing our team, can we then grow our offerings and grow our clients' businesses. Post-2020 employee-relations highlights include: Expanding the team from 40 to 120; opening offices in new countries to provide international flexibility; conducting third-party culture surveys to assess strengths and weaknesses - achieving exceptional results and implementing change based on critical feedback; appointing a dedicated Head of Development with constant workshops (e.g. Atomic Habits - James Clear); running one-on-one mentorship programs with the CEO; launching a House system for friendly competition and out-of-department social connection; launching the Megaphone Committee, which features representatives from all departments to ensure everyone has a voice; and launching the Megaphone Social Committee, a framework that ensures comradery and collaboration. Staff are always encouraged to pitch ideas (i.e. podcasts, new services); we run book clubs and volunteering programs, and are strong advocates for mental health. Testament to wonderful culture, recent awards include: -Best Agency Culture – Global Agency Awards 2022 finalist -Best Social Media Agency of the Year – Social Media Awards 2021 -SmartCompany Smart50 - 2021 -Silver Stevie Award for Women in Business - 2021 -Australian Achiever Awards - Excellence in Customer Service - 2022, 2021, 2020 -Bronze Stevie Awards for Great Employers – 2020

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Led by trailblazing CEO Lauren Oakes, Megaphone's 73% female leadership stands out.

With five foundational values (Excellence, Innovation, Proactivity, Authenticity, and Enjoyment), our mission is to grow clients' businesses as successfully and sustainably as possible. But, it all starts internally with our personal-development-focused culture.

We've always tried to attract the best applicants to fit our learning-centric culture. Once we've found people who embody our values, we support them to ensure they continue growing, learning, and absolutely loving their work (including significant R&D spend on training). It's the intrinsic craving to better ourselves which is the springboard for everything we do.

Our long awards list – highlighted by #1 Social Media Agency in Australia – speaks for itself.

We're always looking to push boundaries while ensuring staff are thriving in their day-to-day. With this mindset, we've achieved industry-leading results (average 500% revenue growth) and have been rated the #1 Rated Digital Agency on Clutch.

Most of Megaphone's growth is since 2020 – concurrent to COVID-19. We understand that with COVID-19, all businesses were facing the same obstacles and new realities. Our advantage was our employee relations (people come first, always), adaptability, and mindset; view every challenge as an opportunity to innovate, learn, and separate from the competition.

While competitors struggled, since COVID-19 hit, with the 'challenge = opportunity' mindset, Megaphone's team grew 200%+ and revenue 369%+.

Since implementing initiatives like the Megaphone Committee, Megaphone Social Committee, and mentorship programs; Megaphone has solidified its reputation as one of Australia's most enviable workplaces.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Would you like to add an additional supporting document?

No

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