What: FiftyFive5, part of Accenture Song, named Global Consultancy of the Year at Campaign's Agency of the Year Awards

When: May, 2023

Who: Darren Kemp, Partner at FiftyFive5, part of Accenture Song

Contact: Kathryn Maher, Corporate Communications Lead ANZ, kathryn.a.maher@accenture.com

Accenture today announces that FiftyFive5, part of Accenture Song, has won gold for Campaign's Consultancy of the Year Award 2022 at the Global Agency of the Year Awards.

This award represents the culmination of a successful year for Fiftyfive5, who also received Campaign's Asia-Pacific Research Agency of the Year as well as the Agency of the Year title from B&T, and The Research Society's esteemed Research Organisation of the Year award.

The awards spotlight the most creative and commercially successful agencies and talent across the globe. Winners are decided by a select panel of global and regional chief marketing officers judges.

Darren Kemp, Partner, FiftyFive5, part of Accenture Song said: "To win global Consultancy of the Year is brilliant recognition firstly for our team and the strategic consultancy skills they provide. Whilst our roots are planted firmly in market research, we go beyond research to deliver consumer-centric strategies and implications for our clients. Thanks also has to go to our clients, many of whom have worked with us since our inception in 2010. The fact that we have worked in more than 45 countries in the last year highlights the global nature of our reach and the trust that our clients have in our work."

FiftyFive5 joined Accenture Song in 2022 following its acquisition by Accenture's global marketing and customer experience practice.

For more information on the award win, please visit: https://www.campaignlive.co.uk/article/consultancy-year-2022-fiftyfive5-part-accenture-song/1821409