

# Smarts NEWS

**Welcome to Smarts News, a monthly update that rounds up all the need-to-know news from around the agency.**

We're back, and we're back with a bang 🌟. We've introduced some brand new topics including a *Spotlight*, where we get a peep into the life of a different Smarts employee each month – from their typical day at work to who they'd choose to be stuck in a lift with. We've also added a *Reminder* ! to save you from the awkward I-totally-forgot chat with your line manager (you can thank us later). And, as per usual, we've got some exciting projects and news to shout about!

## Super-bowled over 🏈



After getting an exclusive sneak peek at the full 60-second Super Bowl campaign in our most recent Smarts Live, the cat was officially let out the bag to the rest of the world in a colourful, 15-second teaser via [Variety.com](https://www.variety.com). Against grandeur backdrops of luxury at its finest, award-winning actress and comedian, Melissa McCarthy, teaches us how to holiday with zero F's given. Eating a whole leg of beef whilst getting a foot massage? Totally acceptable.

Congrats to the Booking.com team who made this happen – it's fair to say we were all bowled over by the advert's aesthetics and genius. Time to take a leaf out of Melissa's book, put your feet up and let the ad do the hard work. You've earned it 🌟

Check out the [30-second ad](#) which aired this Monday.

## You taking me for a ride?



When Chessington World of Adventures announced its newest addition to the resort was World of Jumanji, with three new rides and a host of attractions, including Jumanji-themed accommodation, the Smarts team couldn't contain their excitement. The catch? The news of the 'world' had already broken last year – the 'world' being a muddy building site with a few rendered images for 'assets', and a 'spokesperson' who wasn't media trained. Gaahh!

Not one to back down from a challenge, the team battled through the obstacles much like they would if they were in Jumanji itself, dusted off their little black book of journalists and did what they do best. 117 pieces of coverage (and counting) later, with a reach of 1.3bn, the team can take a hot minute to celebrate. A huge well done 🍷

### Whisk-ing you good luck! 🍷



Working with the global brand team, the Bushmills team at Smarts are currently in a 12-week sprint to create a two-day experiential extravaganza in Bushmills that will see top-tier media and VVIP stakeholders fly in from across the world (we're talking private jets and helis, people 🚁). During the event, a huge milestone for both the 400-year-old brand and the global Irish whiskey industry will be revealed. Not to mention, attendees get to enjoy the performances of A list entertainers, fine dining, and a VERY exclusive sampling of some of the finest single malts. Good luck guys – you've got this 🍷

### NEW: Reminder !

Make sure you check out the ✨ shiny ✨ new MSQ HR and training systems, and complete the MSQ training modules by the end of this month please. It can be done in one go (c. 2.5-3hrs) or a bit at a time, so grab a cuppa (or two ☕) and crack on with the modules [here](#). Got any questions? Email [HR@smarts.agency](mailto:HR@smarts.agency) and one of the lovely HR team members will get in touch.

### NEW: Spotlight 🎤

**Kathryn Mackey**

**Front of house and team assistant, based in Belfast.**







### Typical day in Smarts

My typical day can be anything from HR admin, award entries, responding to calls and email enquiries, helping with client teams, but most importantly... filling up the coffee machine several times a day!

### Smarts Highlight

My Smarts highlight would probably be the "Not Christmas" party in March last year. Disco theme, Yeoo DJ, cocktails, Andrew Campbell dressed as Hugh Hefner. It's a bit of a blur but it was a great night!

### You're stuck in a lift and can choose someone from Smarts to join you – who and why?

A tough one but if I had to pick, I'd say Chris Conville (I feel like he's never going to let me forget this) but I think it would be non-stop laughs.

## Hey newbies 🙋

It's been one busy start to the year! Say hello to our newest team members:



**Morgan Kleinsasser**, our new Finance Administrator based in Belfast



**Dalia Balla**, our new Team Assistant based in NYC.



**Ahlam Lboukili**, our new Accounts Payable Specialist based in Belfast



**Leona McCaugherty**, our new Senior Communications Consultant within the Bushmills team, based in Belfast




**Emma Sharkey**, our new Senior Communications Executive on the Bushmills team, based in Belfast




**Adrienne Maginness**, our new Communications Executive on the Bushmills teams, based in Belfast





**Charlotte Black**, our new Senior Communications Consultant on the DBA team, based in Belfast



**Shannon Hegarty**, our new Senior Communications Executive, joins the DBA team, based in Belfast

## Generation Alpha



Huge congratulations to **Matthew Olphert** and family on the arrival of **Willow Elizabeth** - we can't wait to meet her!

Welcome to the proud dog mum crew, **Rachel Solon**. Meet the gorgeous little **Winnie** who joined the family in January! A rescue dog who was sadly abandoned on Christmas Eve (their loss, our gain 🥹).

## Something for the weekend

Need something new to watch? We've rounded up the top nominated films at this year's Oscars and BAFTAs along with where you can watch them in the UK and US:

**Films with the most nominations** – "All Quiet on the Western Front" (Netflix), "Everything Everywhere All at Once" (Prime Video/Showtime) and "The Banshees of Inisherin" (Disney +/HBO Max).

**Honorary Mentions** – "Elvis" (iTunes Rental £4.99/HBO Max), "Top Gun: Maverick" (Paramount +), "Tár" (In cinemas now/Peacock Premium) and "The Whale" (In cinemas now).

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