

# Smarts NEWS

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

## Creator Hub - the word is out!

Smarts  
CREATOR HUB



It's official. The secret behind our thumb-stopping creator content is out. This month, we told the rest of the world about Creator Hub – our new division of influencer and talent marketing wizards who've already wowed us with their achievements "cough, Melissa McCarthy, cough, Zalando 110% Instagram growth, cough\* – and are only just getting started.

And to top it off, Creator Hub hosted their very first event - a riveting panel discussion in London with special-guest creator marketing experts from Zalando, TikTok, Radio 1 and Klear.

Was it a success? Well, let's just say the turnout was as strong as the breakfast spread (and, damn, that spread was strong), with a full room of external marketeers from the likes of Formula E, Dunelm, Sky and many more.

Well done to our fabulous Creator Hub team on their launch and to all those who organised the first event.

Watch this space!

## Raise a toast!



No, no. A different type of toast, we're off the topic of breakfast now.

After one sprint of a pitch and a long, inquisitive post pitch procurement period, the Diageo Bar Academy team sat tight with fingers and toes crossed whilst they let their hard work marinade, only to find out they've been officially appointed as the digital agency for Diageo Bar Academy in GB! Huge congrats to the team who've been described as 'excellent, detailed and a safe pair of hands'. Also, props to studio for designing one hell of a deck. What a great team effort. This makes Smarts DBA's Global, GB, AU and US agency. Basically – if you didn't get that – we're taking over the world.

**We're on fire 🔥**



Does anyone smell smoke? Well, that's because the Smarts US team are about to deliver a fire comms and media launch for Sacrificio Cigars going live on the 26th of June. Sacrificio Cigars is a brand-new portfolio of super-premium, boutique cigars produced by award-winning hospitality icon Julio Cabrera, and his partner, OLIVA Cigar Co, a distinguished Nicaraguan-based cigar producer. Over the next year, the Sacrificio brand empire will expand to include tobacco, spirits, cocktails, coffee, attire and lifestyle. Best keep an eye on this one because our bet is it's about to explode 💣. Good luck, team! You've got this.

**Super Smarts Awards: INFECTIOUS CURIOSITY**



ICYMI, we announced the following well-deserved winners of our most recent Super Smarts Awards celebrating our core value of INFECTIOUS CURIOSITY:



🏆 **Team Award - Winner: Studio (Inc Film)** From the biggest global campaigns to the smallest tasks with the tightest deadlines, this team's work is always considered, crafted and well executed – take a bow Team Studio!

Special mention to **Team DBA**.

🏆 **Individual Award - Winner: Dami Olaitan** Undaunted by the task of providing fashion insight on behalf of Europe's biggest fashion retailer, Dami, who joined just four months ago, was handed the Individual Award trophy, particularly for her enthusiastic and insightful contribution to the Zalando Always-On project.

Special mentions to **Aisling Togher, Sinead Nugent, Phoebe Carson, Joanne McAlary, Clare Hiles, Hannah Irwin, Lauren Hughes and Niamh Webb**.

### Awards upon awards 🏆



At a very different kind of awards (but almost just as important), our Met Office #GetClimateReady campaign scooped Public Sector Best Environmental Cause Campaign at the Purpose Awards. Big shout out to Winsome and the team in London for their creative approach to tackle climate sceptics. Sadly, around a third of grassroots football pitches are losing weeks and months of playing time due to severe weather. This was Smarts' first campaign with the Met Office and it was one of the government's most successful digital campaigns. What a way to kick off (pun intended) the weekend. Congratulations!

### PRCA Dare NI



The PRCA Dare NI award winners have been announced and, we picked up not one, but two team awards: Large Consultancy of the Year and the Team Culture and Community award. It goes without saying that it's the hard work and dedication of every person here at Smarts that helps us drive business performance and nurture our (award-winning) team culture. Congrats everyone and cheers to us! 🥳

## NEW: Spotlight 🎤

**Cat McCarter**  
**Finance Manager, Belfast**



### Typical day in Smarts

No day is ever the same at Smarts, but it'll always involve being buried in an Excel doc of some kind. I look after all things finance for Diageo, such as processing revenue and managing job closures. I also oversee UK Sales ledger and assist in the preparation of UK management accounts.

### Smarts Highlight

It's so difficult to choose one as there have been so many highlights in my 6 years at Smarts. But, if I had to choose, it would be the Christmas 2022 Narnia Party. The food, the music, the lols, were just absolute perfection!

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

Would have to be Emily McCann. We'd be happy enough scrolling through dog memes together to help pass the time.

## Hey newbies 🙋

Say hello to our newest team members:



**Alannah Crawford**, our new  
Front of House/Team Assistant  
based in Belfast



**Andrew Allen**, our new  
Digital Communications Executive  
based in Belfast



**Ellen Turbett**, our new Communications Manager  
based in Belfast

## People news

Congrats to Emma Falvey (née Pollock!), who got married to Timmy earlier this month.

## Something for the weekend

Calling all Black Mirror fans – the time has finally come. Get ready to get disturbed because, after four whole years, a new Black Mirror season has been released on Netflix with 5 new mini movies. The season features a star-studded cast, including Aaron Paul, Salma Hayek, Himesh Patel, Annie Murphy, Rory Culkin and Kate Mara, among others. Enjoy!