

FOR IMMEDIATE RELEASE

The Anything Group (TAG) Secures Victory in the 2024 MUSE Creative Awards

[Nevada, USA – March 21st] The Anything Group (TAG) has gained once again the 2024 MUSE Creative Awards accolades, this time in two different categories: a Gold in the Video Sports Category and two Silver's in the Advertising Campaign Category. Hosted by the International Awards Associate (IAA), The MUSE Creative and Design Awards, received over 8,500 entries from across the globe, affirming their position as one of the most prestigious programs paying tribute to creative and design professionals.

In the first awards season announcements of 2024, The State Farm Champions Classic earned the Gold in the Video Sports Category, for TAG's collaboration with client ESPN Events. TAG secured multiple wins in The Advertising Campaign Category with two Silver awards, one for its work with The Ameswell Hotel for TAG's Digital Marketing Performance & Strategy alongside a second Silver with Block Island Beach House, a Lark Hotel, for Driving Growth through Digital Strategies.

"I'm thrilled when TAG's exceptional team receives recognition for their outstanding work and creativity. It's an honor to see our SHOOT video engagement team, led by Zac, and our SHINE team, led by Jacinta, recognized for their remarkable collaborations and achievements in both film production and Omni-channel digital marketing. We're fortunate to have incredible clients who consistently trust us to showcase their brands uniquely and engagingly. I couldn't be prouder of TAG", said Rich Tuckwell- Skuda, Ceo of The Anything Group.



The MUSE Awards encompass a range of competitions designed to recognize excellence across diverse fields. The International Awards Associate (IAA) ensures these competitions are accessible and fair, guaranteeing that recognition is earned by those who truly deserve it. Aside from utilizing industry-relevant standards in judging entries, impartiality was also maintained through the blind judging method. This approach involved evaluating entries independently, without comparing them to other submissions, ensuring that each winning work was recognized solely based on its own merits.

TAG's participation and triumph in the MUSE Creative Awards mark once again a notable achievement in the realm of creative excellence. The company's innovative approach was recognized as they secured victory in two important categories with one Gold and two Silver awards for household name and renowned clients. Their success underscores their commitment to pushing boundaries, delivering outstanding work that captivates audiences and generates impeccable results.

ABOUT TAG:

The Anything Group (TAG) is a full-service performance, marketing, branding, website development and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail and streamed media worlds.

TAG, we are Anything But Ordinary.

TAG along!

<https://theanythinggroup.com/>

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