The Anything Group Emerges Victorious In The 2024 Vega Digital Awards

LAS VEGAS NEVADA, May 10, 2024 - The Anything Group (TAG) has again triumphed this year in the First Season of the 2024 Vega Digital Awards accolades with Gold and Silver statuettes in three different categories. It is the first time, during 2024, that The Anything Group wins an award for its recent Website Redesign.



In this first award season, TAG demonstrated excellence once again, securing victory with a Gold award on the Website Redesign Category for its new modern and innovative branding. This is the first award that the full- service Marketing Agency receives for their rebrand during 2024. The Charlotte Sports Foundation also received recognition with a Gold award in the Video Sports Category along with Malliouhana, a renowned 5-star luxury resort, that won a Silver accolade for Digital Marketing Performance achievements. These awards commend TAG's outstanding performance in digital marketing strategies, website redesign and filming production solidifying its position as a leader in the industry.

TAG's participation and triumph in the Vega Digital Awards mark once again a notable achievement in the realm of creative excellence. This recognition, with two Gold and one Silver awards for household name and renowned clients, underscores TAG's dedication to innovation and creativity across diverse digital platforms.

Over 1,200 submissions from 20 countries across diverse categories have participated in The Vega Digital Awards. Hosted by the International Awards Associate (IAA), The Vega Digital Awards celebrates the visionary efforts of digital content creators who forge new paths in a dynamic landscape. “In this era of rapid digital transformation, witnessing the resilience and creativity of our industry's pioneers is truly uplifting,” remarked Thomas Brandt, spokesperson of IAA. “My warmest congratulations to the winners for their ground-breaking achievements, illuminating the path of digital innovation with their remarkable works.”

| 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.

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