The Anything Group (TAG) Celebrates Its Newest Victories At The 2024 NYX Awards Season 1

LAS VEGAS NEVADA, May 20, 2024 - The Anything Group (TAG) has conquered once again in the First Season of the NYX Awards with Gold and Silver statuettes in three different categories for four different projects.



In this first award season, TAG´s Shine team once again showcased its outstanding performance, achieving victory with two accolades in the Website Category: a Gold statuette for its new modern and innovative branding launched in April this year, and another Silver statuette for Coco Palm's Website Redesign, a boutique hotel in Saint Lucia. A second Silver accolade was gained in the Marketing Campaign - Marketing ROI Excellence category, a new addition to the NYX awards, which Block Island Beach House, a Lark Hotel, received for its Digital and Marketing Performance Strategy. TAG's Shoot team, also received recognition for its amazing work for the Charlotte Sports Foundation, winning a Gold statuette in the Video Sports Category.

Making use of its advantage as a global award, NYX has received over thousand submissions in the competition from countries worldwide, like the United States, Japan, United Kingdom, Australia, Norway, China, Switzerland, United Arab Emirates, and many others, creating a true stage of innovation and ingenuity. The Anything Group (TAG) and their renowned clients, unveiled their most innovative marketing campaigns and creative projects, transforming the understanding of brand engagement and storytelling within the NYX Awards framework.

The NYX Awards is a prestigious international competition that recognizes and celebrates excellence in the creative and marketing industries. Its categories encompass Advertising & Design, Strategic Communications and Marketing Campaigns, as well as Digital Media, including web, video, and social media. NYX Awards warmly welcomes entries from agencies of all sizes, with a mission to recognize and honor the brilliance that lies at the heart of the creative and marketing industries.

| 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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