



THE VALUE OF AWARDS



PEER RECOGNITION

Winning an award is an endorsement from your peers that you are creating amazing work. That's why we were so chuffed when the Content Marketing Institute named Connected Life a finalist at the [2017 Content Marketing Awards](#) and when Irish Life was a finalist at the [UK and European Employee Engagement Awards](#).



INDUSTRY LEADERSHIP

Winning awards is a way of demonstrating your prowess within your industry. That's why we value the fact that we have been named Publishing Company of the Year in [2012](#) and [2015](#).



SHOWCASING TALENT

At Zahra Media Group, we know that we are only as good as the last piece of work we created, that's why winning the Published Accounts Awards seven years in a row for our client ESB's Annual Report keeps us pushing the boundaries of our creativity.



MOTIVATING EMPLOYEES

There's nothing that motivates a team to do better than recognising the incredible work they do. That's why we love the work we do with ESB on their Staff Innovation Recognition Awards.



INTERNAL MARKETING

When you go to the Board to secure budget for a new initiative, demonstrating success can give you some useful ammunition and a strong case for future initiatives!



BUILDING CREDIBILITY

If you're launching a new brand or product, awards can help build credibility in the market. Learn more about how we help parenting brands to do this through our [National Parenting Product Awards and Guide](#).