

Registration deadline:
18 December 2026

CAMPAIGN'S BEST PLACES TO WORK 2027

campaign Best places to work 2027

What is this?

Campaign's Best Places to Work is a survey and awards programme that honours employers in the media, marketing and advertising industry that are making their workplaces great. This is a project of Campaign in partnership with Workforce Research Group.

What's the process like?

A two-part survey is conducted to get a thorough assessment of each employer.

- Part 1 consists of an Employer Assessment where we capture details about policies and practices.
- Part 2 consists of the Employee Feedback Survey where we capture employees' opinions about their workplace experience. Employee surveys are conducted online.

Both the employer and employee data sets are combined to determine the best workplaces.

Who is eligible?

Organisations must meet the following criteria:

- Be publicly or privately held
- Be a for-profit or not-for-profit organisation
- Have a physical operation in the UK
- Have at least 15 full- or part-time employees working in the UK
- Have been in business for at least one year
- Must be an ad agency, ad-tech firm, media company, or the marketing division of a brand

Are reports available for purchase?

All collected employee feedback will be presented in an online interactive reporting tool called the Employee Feedback Data Dashboard. The dashboard will allow each employer to view data by graphs, charts and tables. Plus, standard downloadable reports containing responses by demographic, employee comments and benchmarks are also available. This data is available for purchase for as little as £540 and discounts are available if pre-purchased.

Recognition:

Employers will find out if they have made the best places to work list on Campaign's website in May 2027. The identities of organisations not making the list will be kept confidential.

What does it cost?

The online employee survey process is Free. See chart for Employee Feedback Data Dashboard Report Prices:

No of Employees	No of Empl Surveyed	Pre-Survey Discount*	Regular Pricing*
15 - 24	All	£540	£640
25 - 99	All	£565	£665
100 - 199	All	£665	£785
200 - 499	Up to 300**	£715	£845
500 - 999	400**	£785	£925
1000+	500**	£825	£975

**fees are non refundable. Discount if ordered by 18 Dec'26.*

***employees are randomly selected*

To register visit: **www.BestPlacesToWorkCampaign.com**

For answers to any questions, please email
answers@workforcerg.com