

MERCURY Awards 2025

1. SUMMARY

2024 marked the return of *The New Frontiers of Communication*, MARCO's trailblazing docuseries and the first ever created by a communications agency. Filmed through a global lens on the "new consumer", it takes viewers inside the fast-changing world of brand engagement, where evolving habits demand a reinvention of production, marketing, communication and sustainability to stay ahead of the curve.

2. OBJECTIVES

- Highlight MARCO's leadership and innovation in communications through an original docuseries.
- Translate findings from MARCO's global "New Consumer Habits" survey into compelling audiovisual content.
- Strengthen brand reputation, credibility and visibility among key industry stakeholders.
- Spark dialogue and position MARCO as a thought leader in the evolution of corporate communication.

3. STRATEGY

The strategy was built on Season 1's foundations and reinforced MARCO's TFCOM® (Transcending Communication Boundaries) vision. To drive relevance and impact, the docuseries dissolved traditional sector divides - Emotion vs. Reason, Marketing vs. Communication, Agencies vs. Media - while incorporating global expertise. Senior leaders from diverse markets analysed the rise of the new, informed and value-driven consumer, connecting data-based insights with industry transformation.

4. IMPLEMENTATION

The second season consisted of five multilingual episodes featuring 30 senior executives from leading international organisations. Themes included sustainability, AI, health, climate change and hyper-connectivity.

The campaign included:

- Exclusive world premiere at Kinépolis Madrid Diversia with 200+ key industry guests.
- Multi-platform distribution: Prime Video, A3 Player, MARCO microsite and YouTube.

- Content adapted by format, length and language per platform to maximise engagement and relevance.
The series was fully produced in-house by MARCO's production team.

5. RESULTS

- Premiere impact: 200+ leaders from business, politics, institutions and communications attended the launch event.
- Media visibility: Featured on Antena 3 prime-time news and other major media channels.
- Digital reach: The project microsite received 4,600 unique visitors worldwide.
- Sustained performance: Season 1 continues to generate 100+ quarterly views on Prime Video, demonstrating long-term relevance and continued audience engagement.

6. MATERIALS (please share any relevant materials - videos, presentations, pictures, etc - that support this project in an open link)

lasnuevasfronteras.com + materials folder [here](#)