

MERCURY Awards 2025

1. SUMMARY

The New Frontiers of Communication is an original docuseries fully conceived, produced, filmed, edited and distributed in-house by MARCO. The project showcases the agency's internal creative and production capabilities, delivering broadcast-quality audiovisual content with global reach.

2. OBJECTIVES

- Demonstrate MARCO's in-house production capabilities at a premium, international standard.
- Strengthen brand positioning as an innovative communications agency with full internal production expertise.
- Increase efficiency, creative control and speed-to-market by producing a docuseries internally.
- Transform proprietary research into a high-value audiovisual asset for brand reputation and stakeholder engagement.

3. STRATEGY

MARCO leveraged its in-house production hub to design and execute a multi-episode, multilingual docuseries that blends research, storytelling and thought leadership. By centralising production internally, the agency maintained full creative direction, ensured message consistency across markets, and optimised resources without external production partners. The strategic approach focused on elevating content quality to broadcast standards, enabling distribution on major platforms such as Prime Video.

4. IMPLEMENTATION

- In-house expertise: A dedicated internal team of producers, directors, editors and camera operators executed the full production lifecycle - conceptualisation, scripting, filming, editing, graphic design and post-production.
- Content development: Five multilingual episodes featuring 30 senior executives from global organisations across key themes shaping communications today: sustainability, AI, climate change, health and hyper-connectivity.
- Efficiency & agility: Producing internally enabled faster decision-making, seamless coordination across markets and cost-effective production without compromising quality.
- Distribution: Multi-platform roll-out across Prime Video, A3 Player, MARCO's microsite and YouTube, with tailored formats and versions per channel to maximise reach and relevance.

5. RESULTS

- Broadcast-level quality validated externally: Selected for distribution on Prime Video, a rare achievement for an agency-produced series.
- Industry impact: Exclusive world premiere at Kinépolis Madrid Diversia with 200+ leaders from business, politics, institutions and communications.
- Media visibility: Featured on Antena 3 prime-time news and other major media outlets.
- Digital reach: 4,600 unique global visitors to the docuseries microsite.
- Sustained audience: Season 1 maintains 100+ quarterly views on Prime Video, confirming long-term relevance.

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

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