

Top Welsh marketers celebrated at *Canmol*

08 October 2010

Marketing professionals from across Wales gathered at Cardiff's Parc Thistle Hotel last night (07 October) for the *Canmol*: Wales Marketing Awards, sponsored by the University of Wales, Newport.

Five winning campaigns from St David's Partnership Ltd, Sport Wales (working with Brand/68), The Valleys – Heart and Soul, Atlantic Trampolines Ltd and Ethos Creative scooped *Canmol* trophies at the event for showing innovative use of marketing and excellent results.

Now in their third year, the *Canmol* Awards were launched by The Chartered Institute of Marketing in July 2008 to celebrate and promote excellence in the marketing industry in Wales and to recognise the best marketers in the business.

New additions to *Canmol* 2010 were two awards to recognise a marketer demonstrating great potential early in their career, while the other celebrates an individual's contribution to the industry. Construction Youth Wales' Lisa Marie Brown took the title of best 'New Marketer', while Roger Pride of Visit Wales was honoured with the title of 'Outstanding Contribution', for his active championing of the marketing profession in Wales and particularly within the Welsh Assembly Government.

Thirteen marketing experts* judged the entries under the Chairmanship of Dr Jonathan Deacon, Newport Business School and Chair of the Wales Board of the Institute, and with no categories or boundaries, the judges were looking for innovative marketers demonstrating integrated campaigns and brilliant results.

Dr Jonathan Deacon said: "It was great to see such diverse campaigns making the shortlist this year, from the launch of a cheese maturation turned trampoline company in west Wales to the opening of the biggest retail development in 2009. With budgets starting from as little as £200, *Canmol* truly captured innovative marketers from across Wales.

"It was a very difficult task selecting the winners from a wealth of excellent campaigns, however five entries stood out in particular for their creative, innovative and strategic thinking, as well as their ability to achieve brilliant results. The winners tonight really are the best in the business and deserve recognition."

Both St David's Partnership Ltd and The Valleys – 'Heart and Soul' impressed the judges for their integrated marketing campaigns using PR, online, social media, advertising and events to launch a Cardiff shopping centre and to promote The South Wales Valleys as a prime tourism destination.

While Llantrisant-based Ethos Creative scooped an Award for its campaign to enhance its brand and to increase its customer base through digital and social networking, sponsorship of prestigious events, including BAFTA Cymru and through entering competitions and awards to gain recognition within the industry.

Brand/68 and Sport Wales captured the judges' imaginations with their 'Play to Learn' initiative, which used interactive materials to engage young children in sport. And, Atlantic Trampolines demonstrated entrepreneurial thinking and strategic marketing when they launched their trampoline company through eBay, which also led them to winning a *Canmol* Award.

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, commented: "*Canmol* is going from strength to strength year on year, generating fantastic entries. This year's winners sum up what the *Canmol* Awards are all about, from budgets great and small, from corporate to quirky, *Canmol* has no boundaries or limits, it's simply a celebration of outstanding marketing in Wales.

“This year we also wanted to recognise the individuals who are playing a part in taking the marketing industry in Wales forward. Lisa Brown has demonstrated her commitment, hard work and creativity within the industry which is why she was awarded New Marketer, while Roger Pride’s strategic and creative vision within the tourism sector in Wales made him a deserving winner of the Outstanding Contribution Award.”

The headline sponsor of the event was the University of Wales, Newport. Other sponsors included Bwrdd yr Iaith Gymraeg/The Welsh Language Board and Equinox Communications, with additional support from Brand/68, The CIM Charitable Trust and Genero Productions Ltd, Research & Marketing Group, and Inka.

Find *Canmol* on Facebook and follow @Canmol on Twitter for pictures, videos and news from this year’s Awards, and to stay up-to-date with *Canmol* 2011.

The Winners:

Marketing a multimillion-pound destination

On 22 October 2009, the £675million 1.4million square feet development St David’s opened.

The biggest retail destination to open in Europe during 2009, it was the most significant retail development to happen in Wales for 25 years. The scheme extended St David’s Shopping Centre, transformed the southern end of the city, and pushed Cardiff up to number six in the Experian retail-rankings.

The St David’s launch had to meet internal corporate expectations and generate positive media coverage during the recession. It also wanted to deliver the destination that the people of Cardiff had been waiting over five years to experience.

There was a real sense of pride and anticipation from the local community that influenced the launch strategy which incorporated a distinctive fashion led advertising campaign, proactive PR and media engagement along with a high impact launch event. St David’s launched in a confident fashion on October 22 as planned, with great success.

Each element of the strategy was delivered within the set budget and achieved all objectives and clearly demonstrated ROI.

Helen Morgan, Marketing Manager at St David’s Partnership Ltd, said: “St David’s Shopping Centre opened in October 2009 so it feels great to have won a *Canmol* Award a year down the line in recognition of the launch. Using high fashion advertising, a catwalk event in the centre of Cardiff and effective PR, we met our main objective, which was to establish St David’s Shopping Centre as a key fashion destination. The footfall to St David’s in the opening months spoke volumes in highlighting the success of the marketing campaign.”

Brand/68 and Sport Wales goes back to school

The ‘Play to Learn’ initiative, created by Brand/68 on behalf of Sport Wales, is more than just a marketing campaign. It’s a vision that sets out to change the lives of young children through sport.

It’s all part of a big plan to unite Wales as a proud sporting nation and in order to do that children are being encouraged to participate and enjoy sport at an early age. The hope is that they will then continue to enjoy sport through to adulthood.

Brand/68 created a brand that would play a big part in engaging, stimulating and encouraging children to participate in physical activity at this crucial early age through interactive learning resources including a DVD and colourful reading materials.

Helen Thomas, Senior Officer for Sport Wales, said: “The initiative has been a huge success and we are very proud of what is one of Wales’ biggest and most important educational project to be launched in the past 10 years. Winning a *Canmol*: Wales Marketing Awards is a fantastic achievement; we’ve developed and delivered a product that will have a direct impact on the physical development of our children, so it feels great to have this recognition.”

Promoting The Valleys

The Valleys Heart and Soul campaign is a three year campaign led by partnership organisations from the Western Valleys, Heads of the Valleys and The Valleys Partnership which spans ten local authority areas. The area is undergoing a major transformation with a total investment of £42 million by the Welsh Assembly Government and European Union. The aim is to change perceptions of The Valleys, attract more tourists and bring long-term economic benefits to the area.

The brand was developed following research with Valleys citizens, a powerful positioning of ‘Heart and Soul’ was agreed to reflect the warmth of Valleys people, strong sense of community and the area's unique industrial past.

The Heart and Soul campaign is now approaching the end of the first year in which a fully integrated online and offline campaign has been implemented with innovative marketing techniques, effective PR and social media engagement ranging from an interactive VQ test to creating the official Valleys ice cream.

A high profile concert by The Lostprophets in support of the campaign is just one of fifty Heart and Soul events that have been held across The Valleys. It has also helped fund initiatives such as the Only Boys Aloud scheme to invigorate the Male Voice Choir Tradition which has gained national interest, brought JLS to Pontypridd and Will Young to Ebbw Vale.

The campaign uses both citizens and celebrities as ambassadors for The Valleys and created strong working partnerships with a number of organisations such as Keep Wales Tidy, Sustrans and The Environment Agency to encourage more and more people to get out and about in the naturally beautiful environment of The Valleys.

So far the PR element alone is currently measuring 1:17.4 ROI, the website has received more than 24,000 unique visitors and 46% of 16-34 year olds are aware of the campaign.

Vicki Spencer, Campaign Manager for The Valleys – Heart and Soul, said: “We are absolutely thrilled to have won a *Canmol*: Wales Marketing Award, it really is the icing on top of what has been a great first year for the campaign. From high profile events with Only Men Aloud and the Lostprophets, launching our social media channels ‘Love The Valleys’ and generating positive PR, the campaign has already achieved in changing perception of The Valleys and attracting more people to visit the area.”

From cheese to trampolines, with some help from eBay

Back in 2005, Atlantic Industries, based in Pembrokeshire, owned and operated two large cheese maturation warehouses in Pembroke Dock. After one of the stores became available for redevelopment and using eBay as a successful marketing tool, Atlantic Trampolines was born.

The estimated number of trampolines installed in UK gardens exceeds three to four million and with no major UK trampoline presence online the diversification of the company offered Atlantic scope for a sizeable turnover from not only the new products but the supply of spare parts.

Atlantic launched its website in 2006, however it still uses eBay to promote its product, as well as developing sales channels and seeking new ones. Apart from the website and eBay, additional

marketing channels include press advertising, attending county shows, magazine competitions and an email newsletter.

Andrew Jardine, Managing Director at Atlantic Trampolines, said: “We identified a gap in the market by starting a business selling trampolines and developed a marketing strategy to best promote this product. We’ve had a successful few years so winning a *Canmol* Award in recognition of the team’s hard work and creativity shows that it really pays off. We have lots of fresh ideas for our company’s marketing moving forward, so hopefully we’ll be back winning another Award next year!”

Ethos Creative builds business on back of marketing campaign

During economic uncertainty Ethos Creative prepared an integrated communications plan to grow the Ethos brand and win contracts over bigger and more established agencies. Challenged with a small budget, the business developed a cost effective approach, which led to excellent results.

To enhance their brand reputation and credibility, Ethos Creative associated themselves with successful and high profile brands, by creating materials for high profile events, including BAFTA, in return for sponsorship. They also used digital and social networking to meet perspective clients and entered into trade awards and competitions to gain recognition for their work.

Ross Hutchins, Director at Ethos Creative, said: “This is has been a very successful campaign for us and winning a *Canmol* Award is testament to this, since one of our objectives was to gain recognition through industry awards and competitions. We gained 18 new customers as a result of the campaign, increased business from existing customers by 39%, increased in profitability, generated an increase in visitors to our website and also recruited two new members of staff.”

- ENDS -

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with members worldwide. First established in 1911 it defines the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer’s lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation’s bottom line and long-term future.

For media enquiries, please contact:

Helen Newton on 02920 764100, or email helen@equinoxcommunications.co.uk at The Chartered Institute of Marketing’s PR Agency in Wales, Equinox Communications for more information, images or to set up interviews with any of the winners.

Caption 1: Roger Pride receives a *Canmol* Award for his Outstanding Contribution to marketing.

Caption 2: Lisa Marie Brown, Construction Youth Wales, scoops an award for New Marketer.

Interviews with all of the shortlist, additional interviews with the winners, including Dr Jonathan Deacon, Roger Pride and Lisa Brown, will be available on www.canmol.com in October.

*The judges are Dr Jonathan Deacon, Barrie Foster, Dan Langford, Ian Beattie, James Horsham, Joanne McKinstry, Robert Dillon, Professor Nicholas Alexander, Paula Dauncey, Sue Cole, Alan Mumby, Joanna Swash and Peter Lewis.