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MARKETING
EXCELLENCE
ACROSS THE BUILT
ENVIRONMENT**

cma
construction marketing
AWARDS 2014



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CIMCIG thanks all of our judges for giving their time. We are fortunate to be able to call on such a diverse range of talent and experience.

Congratulations to all those shortlisted

Shortlisted Entrants

Strategic Planning & Management

Celotex (CFA)
Deceuninck UK (MRA Marketing)
Finning and Edson Evers working in partnership
Recticel Insulation (oneagency.co)
wedi Systems (UK) Limited (Reach-MC)

Sustainability as a Marketing Strategy

H+H UK Ltd (Ridgemount PR)
Wyatt International (Sait Gobain PAM UK -SustainABLE)

Best Campaign Under £25,000

Catnic
Emplas Window Systems Limited
Washroom Washroom Limited (Harris Associates)
Monier Redland Ltd (Ridgemount PR)
Reynaers at Home
SLG Budget Mailer (SLG Marketing)

Best Campaign Over £25,000

Eurocell
Finning and Edson Evers working in Partnership
Lafarge Tarmac
Siniat
Wavin Limited (Public)

Best Product Launch

Eurocell
Everglade Windows (Balls2 Marketing)
Polypipe
Monier Redland Ltd (Ridgemount PR, Ogilvy Primary Contact)
Lafarge Tarmac

Best use of Press & Public Relations

Barbour ABI (Tangerine PR)
Deceunick UK (MRA Marketing)
Facta
H+H UK Ltd (Ridgemount PR)
Underfloor Heating (Refresh PR)
Up ornor (Willoughby PR)

Best use of Website

EH Smith Builders Merchants
IDEALBoiler
ISG plc
JBA Consulting
Tobermore (CIB)

Best Digital Campaign

Door-Stop International
Faithful & Gould
Finning and Edson Evers working in partnership
NG Bailey

Best Social Media Campaign

ACO Technologies plc
British Gypsum (Tangerine)
Celotex (CFA)

Best Mobile Campaign

Finning
NHBC

Best use of Events & Live Marketing

Bradstone Assured, World at our Feet
Celotex (CFA)
Certsure LLP (Redactive Media Group)
Edgetech UK Limited (Balls2 Marketing)

Best Use of Direct Marketing

LABC Warrenty
SLG Budget Mailer (SLG Marketing)
VincentStokes (Construction Marketing Experts)

Best use of Advertising

Brick Development Association (Realia Marketing)
Celotex (CFA)
Deceuninck UK (MRA Marketing)
NHBC
Premier Guarantee
Reynaers at Home

Best Branding and Postitioning

ABEC (CIB)
ACOTechnology plc
Lafarge Tarmac
Lakehouse
Oktra (Holistic,Senate & Draw Group)
Wavin Limited (Factor 3)

Best Professional Services Marketing Campaign

Brick Development Association (Realia Marketing)
F&G
NG Bailey
Novus

Agency of the Year

Ridgemount PR
Holistic
SLG Marketing
CFA Marketing
CIB

Marketing Team of the Year

Celotex (CFA)
Lakehouse
NG Bailey
Novus Property Solutions (Harris Associates)
Wax PR & Marketing

Emerging Talent - Young Marketer of the Year

Fae Perkins (Potton)
Gemma Bradley - (Balls2 Marketing Ltd)
Katie Willison (Balfour Beatty Construction Services UK Division)
Nicola Ayscough (NG Bailey)

Best Construction Blog

Constructing Equality Blog
Being Brunel
Diggers and Dozers
SpecifiedBy Blog
DemolishDismantle
Digger Man Blog
Nuaire Blog
Dr Bill's Big Fix Blog
BAM Sustainability Blog
Channel Graham?

Special Award

Strategic Planning and management

Winner



Shortlist

- Celotex (CFA)
- Deceuninck UK (MRA Marketing)
- Finning (Edson Evers)
- Recticel Insulation (oneagency.co)
- wedi Systems (UK) Limited (Reach-MC)

wedi Systems (UK) Limited (Reach-MC)

wedi is the founder of the market sector for tile substrate elements made from the unique HCFC free rigid blue core of the wedi building board, which is totally waterproof and requires no additional moisture barrier.

wedi recognised the need to improve its understanding of its core markets and to identify key business opportunities. Working with reach-mc they undertook a business and marketing audit and research covering performance, business structure, existing strategy, key markets and customers, product offering, sales & marketing and key competencies.

A three year marketing strategy 2011-13 was produced which focused on the company's business objectives and opportunities for growth.

wedi achieved outstanding results. Profit and sales growth levels exceeded the targets and increased sales of complete systems, reducing dependency on boards alone. They strengthened relationships with installers and product availability through stockists. Significantly the strategy was delivered at 25% below the allocated budget.

Judges Comment - "wedi improved their fantastic business through a brilliant 3 year marketing plan. They achieved incredible things in those 3 years including exceeding profit and sales targets! This marketing team delivered a very effective marketing strategy at an amazing 25% below the allocated budget!"

construction marketing AWARDS 2014

The company

wedi is the founder of the market sector for tile substrate elements

Recognized for "Tilebacker" boards used as a substrate for tiling

Increase in competitors offering boards promoting claims of similar suitability



Product Offer

the wedi product portfolio is extensive and lends itself to a total system solution for walls and floors.

The range includes floor level showers, sound absorbing boards, designer showers, wellness seating, steam cabins, and a complete bespoke design solutions prefabricated in the factory and installed on site.



Requirements

- Improve understanding of core markets & identify opportunities
- 3 year marketing strategy focused on key markets



Objectives

- To achieve profit & sales in line with company targets
- Drive demand with specifiers for wedi as a complete wall and floor system
- Protect specifications through strengthened installer relationships
- Ensure stock availability growing sales with stockists

Results

- Exceeded profit & sales targets
- Increased system sales by 10%+
- Network of approved installers + over 200 installers received training
- Sales with stockists up 50%+



Sustainability as a marketing strategy

Shortlist

- H+H UK Ltd (Ridgemount PR)
- Saint-Gobain PAM UK (Wyatt International)

Winner



H+H UK Ltd (Ridgemount PR)

H+H is a manufacturer of aircrete blocks – a basic constituent of masonry-built houses.

H+H is no longer focusing on the credentials of aircrete as a building material, but is promoting its contribution to the development of sustainable housing. As definitions of sustainability have evolved and regulations have changed, so H+H has refined its messaging, ensuring that it is addressing the issues of most immediate relevance to its target audiences. This is being done through targeted sponsorships, involvement with pioneering housing developments plus a broad-ranging PR campaign.

Judges Comment - "H + H have made a fantastic effort to evolve their business to their benefit. Their initiative to refine their message using targeted sponsorship and broad-ranging PR campaigns has worked incredibly well for them".

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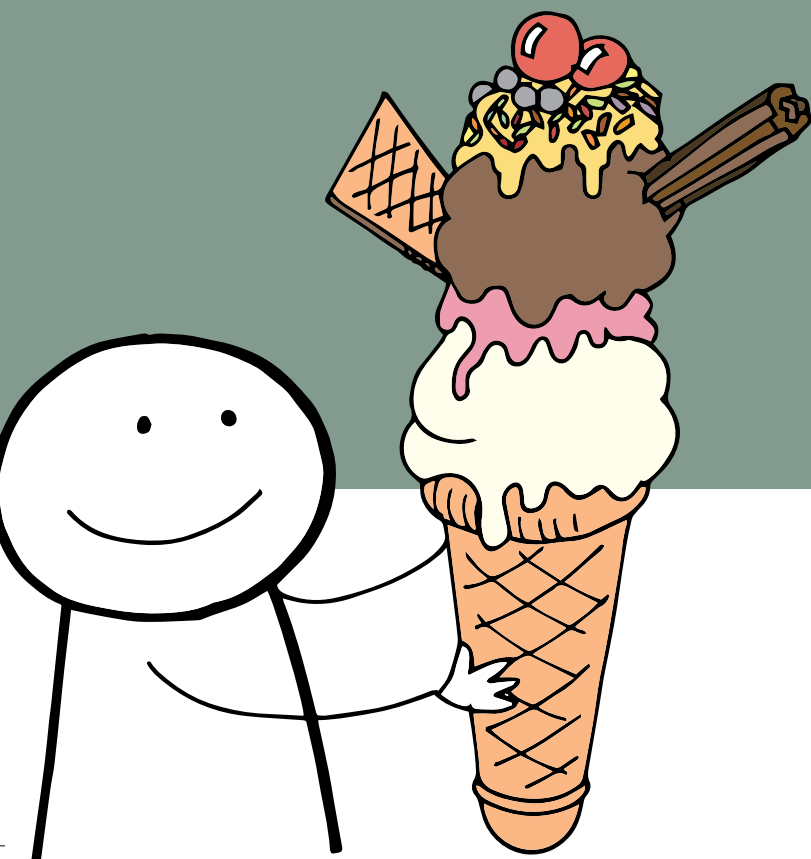
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Sustainability as a marketing strategy

H+H is a manufacturer of aircrete blocks – a basic constituent of masonry-built houses.

The focus of the company's marketing strategy is to ensure that aircrete remains a first-choice product for specifiers of modern housing design.

The brand must demonstrate how aircrete can make a positive contribution to the sustainability agenda of its housebuilder customers.

Sponsorships, promotions and a sustained public relations campaign ensure that H+H remains synonymous with modern, sustainable housing.



Best Campaign under £25,000

Shortlist

- Catnic
- Emplas Window Systems Limited
- Washroom Washroom Limited (Harris Associates)
- Monier Redland Ltd (Ridgemoor PR/Ogilvy Primary Contact)
- Reynaers at Home
- SLG Marketing

Winner

catnic

A Tata Steel Enterprise

Catnic

Catnic created a heavily branded, bright orange drywall tape product that stands out in terms of its development and in the way it was marketed to the trade. The 'Stick with Orange' marketing campaign was underpinned by an offering of incremental sales rewards to builders' merchants and by generating end-user pull through demand.

Market research by Catnic concluded that a highly targeted direct mail approach to tradesmen could be extremely effective. The campaign was a resounding success with 228 new stockists, £353,000 of new revenue, 69 positive social media comments and a ROMI of 3.85 – 136% of the target.

Judges Comment - "This campaign has been extremely effective. Their market researched allowed them to produce a campaign that maximised their results and it didn't let them down. The 136% of the target was a fantastic result".



Objective

Through a 3 month campaign, the objectives of the campaign were to increase the number of new stockists, capture end user data for future marketing and understand promotion metrics for customers engaging with the brand.

Results

Metric	Target	Achieved	Variance
Number of new stockists	100	228	+128%
Sales revenue in launch period (3 months)	£165k	£353k	+114%
Positive social media comments (sentiment)	50	69	+38%
Campaign cost per stockist acquisition	£167	£73	-56%
ROMI ratio reported to the Catnic Board of Directors*	1.63	3.85	+136%

*ROMI is stated as [EGPM - campaign investment] / campaign investment

Best Campaign over £25,000

Shortlist

- Eurocell
- Finning (Edson Evers)
- Lafarge Tarmac
- Siniat
- Wavin Limited (Public)
- **HIGHLY COMMENDED**

Winner



Lafarge Tarmac

Judges Comment - "Once again Lafarge Tarmac have shown their fantastic marketing skills. The national campaign they launched in 2014 was the first focussed only on builder merchants and it has been a great success".

Lafarge Tarmac is the UK market leader in the manufacture of packed cement products supplied to builders merchants. In 2014 Lafarge Tarmac launched a national campaign aimed at improving profitability through increasing the penetration of higher margin products in the product mix.

Research with end users identified that they were now heavily relying on builders' merchants staff as the primary advice point, for product awareness and recommendations.

Lafarge Tarmac for the 1st time ever, ran a national promotional campaign that only focused on builder merchants' staff to achieve the marketing objectives.

'Bag A Big One' delivered a ROI of 371%

**Highly
Commended**

Siniat

Seven million houses in the UK have uninsulated solid walls – that's 26% of all UK homes.

Siniat sales data revealed a conundrum: Of its three thermal plasterboards, the cheapest product dominated sales despite offering the lowest levels of insulation for homeowners, and a low margin for merchants. SMART marketing objectives were developed to up-sell its higher specification boards. Research indicated that builders respond best to humorous, bold marketing, the creative centred upon the concept of BEEF UP. Implementation was directly linked to objectives and metrics.

The campaign achieved a 28% increase in sales

Judges Comment

- "The SMART marketing objectives have been a fantastic success, increasing sales by 28% through the selling of the higher specification boards. This is a fantastic campaign which should be highly commended".



Lafarge Tarmac is the market leader in the manufacture of cement/cementitious products supplied in various sizes of packaging. These are sold to Builders Merchants and Retail distributors across the UK.

Our marketing strategy focuses on new product/service development to drive profit growth. These innovative offers help maximise our profitability through product mix optimisation however, 2013 had been a disappointing year in this regard.

In 2014 Lafarge Tarmac launched a national promotional campaign, 'Bag A Big One' aimed at improving profitability through increasing the penetration of higher margin products in the product mix.



MERCHANTS LAUNCH PACK



4pp MERCHANTS MAILER



A2 PRODUCT POSTER



DL PRODUCT LEAFLET



A2 PRODUCT POSTER



EMAILER

The campaign was a great success with the targeted products reaching their highest ever penetration levels at the end of the campaign and the campaign delivering a **ROI of 371%**.

Best Product Launch

Shortlist

- Eurocell
- Everglade Windows (Balls2Marketing)
- Polypipe
- Monier Redland (Ridgemount PR, Ogilvy Primary Contact)
- Lafarge Tarmac

Winner



Eurocell

modus® is an innovative new 8-in-1 window and door system delivered by Eurocell.

In launching the modus® product Eurocell took a strategic partnership approach, with high-value fabricator customers, to profitably marry supply with demand by enabling and controlling distribution channels.

Eurocell commenced a marketing communications programme aimed at architects and housebuilders. Once trade customers were in place, Eurocell set about creating demand with homeowners to generate pull-through enquiries for modus® fabricators. This innovative strategy and in-house marketing communications campaign generated a return of over £8,000,000 of modus® enquiries since January 2014. That is an ROI of £57.14 for every £1 of marketing spend.

Judges Comment - "The launch of this new product is fantastic. They have shown a great new marketing communications programme which generated a huge return of modus® enquiries since January 2014!"

Highly Commended



**Monier Redland Ltd
(Ridgemount PR, Ogilvy Primary Contact)**

Redland, a market leading roof tile manufacturer regularly introduces additions to existing ranges, but Rosemary Craftsman was an entirely new product and its launch therefore extremely significant.

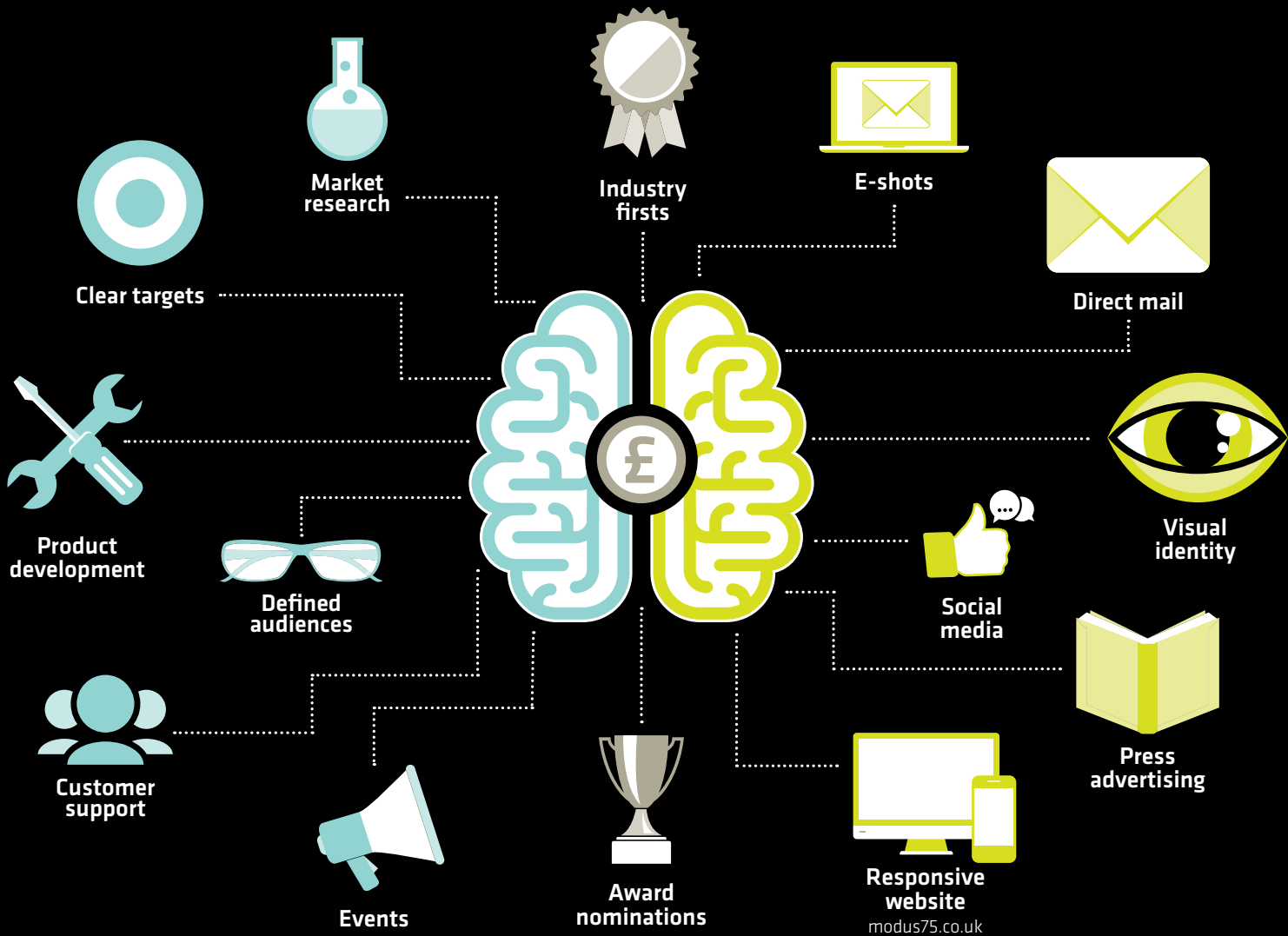
It kicked off with a high profile press launch, to coincide with the advertising campaign and promotions. Specific creative treatments were developed for the specifier and purchaser audiences and a range of in-store promotions, direct mail, advertising and social media work combined with the press relations to give the initial launch an extended life to support the first few months of product availability.

Results were evaluated at the end of the initial 10 months with both sales and ROI significantly exceeding target.

Judges Comment

- "This project is extremely significant as it is completely new. The marketing strategy has shown the specific ways they have made this product launch an exciting one. It should be highly commended due to their innovative strategy".

5. Best product launch



Specifier audience campaign

Architects and contractors

- BRE press launch event
- PR
- Press advertising
- Ecobuild exhibition
- Direct mail
- E-shots
- Online product directory advertising
- Linked In posts

Trade audience campaign

PVC-U fabricators and installers

- Exclusive customer launch event
- Trade press launch (Ecobuild)
- PR
- FIT Show trade launch
- Social media
- Press advertising
- Direct mail
- E-shots

Consumer audience campaign

Homeowners in the market for home improvements

- PR
- Social media
- Grand Designs competition
- E-shots

3442 enquiries, £8m ROI

Best use of Press and Public Relations

Winner



Shortlist

- Barbour ABI (Tangerine)
- Deceuninck UK (MRA Marketing)
- Mira (Facta)
- H+H UK Ltd (Ridgemount PR)
- BEAMA Underfloor Heating (Refresh PR)
- Uponor (Willoughby PR)

Facta

Mira Showers launched an aggressive campaign against budget shower trays in its key installer market by reducing its tray prices by up to 50%. Facta's role was to devise and implement a campaign to communicate that Price Drop to installers. Through print, online and social media.

All campaign targets were exceeded – in some cases by as much as nearly 1000%.

Judges Comment - "Facta's campaign to communicate the 50% price drop exceeded the targets by 1000% in some cases. This is a fantastic achievement and it was a clear winner".

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taking part
IT'S THE
winning
THAT COUNTS

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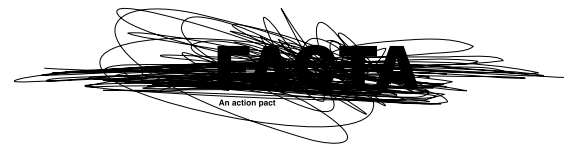
Best Use of Press & Public Relations

FACTA // Mira Showers: Flight Price Drop



In January 2014, Mira Showers launched an aggressive campaign against budget shower trays in its key installer market by reducing its Flight tray prices by up to 50%. Facta's role was to devise and implement a campaign to communicate that Price

Drop to installers. Through print, online and social media, not only did Facta meet each and every target set; but also exceeded them – in some cases by as much as nearly 1000%.



mira
SHOWERS

“The Facta team has delivered a campaign which was in equal measure refreshingly bold, extremely well-judged and highly effective.”

Stuart Hamilton, Editor, Professional Heating & Plumbing Installer.

Best use of website

Shortlist

- EH Smith Builders Merchants
- Ideal Boilers
- ISG plc
- JBA Consulting
- Tobermore (CIB)

Winner

Ideal Boilers

Judges Comment - "This attractive website has a fantastic usability factor for all devices. It is an easy to use website, for both its customers and staff who maintain it".

Launched in February 2014, Ideal Boilers new website had to be attractive to the smart 21st century customer; responsive for all devices and robust enough to support greater customer interactivity. In addition it needed to be flexible for the three distinct customer audiences, as well as have an easy to maintain and reliable content management system for staff.

Highly Commended

ISG Plc

Judges Comment - "This website should be highly commended for the personalisation technology incorporated into the building of it. It's a fantastic website with a huge amount of content that is extremely useful for their viewers".

ISG faces the market as a single brand, with a single website. It operates in numerous services and sectors and has an ever-expanding global presence. The team needed to deliver a site that was engaging and relevant for each of its key target audiences. After much research and analysis, an ambitious technical solution was agreed by the business.

Launched in July 2014, isgplc.com combines cutting edge personalisation technology, mobile responsive design and engaging autoplay video to deliver a fresh, modern website. With five times more content than its predecessor and vast increases in unique visitors - both in the UK and internationally - the site has achieved its objectives and exceeded the business' expectations.



BEST USE OF WEBSITE.

A NEW WEBSITE WAS DESIGNED, COMMISSIONED AND LAUNCHED IN 2014. IT FORMS THE CRUCIAL RESOURCE HUB FOR IDEAL STAFF AS WELL AS ACTING AS A KEY INFORMATION PORTAL FOR INSTALLER, SPECIFIER AND HOMEOWNER CUSTOMERS.



Best digital campaign

Shortlist

- Door-Stop International (MRA Marketing)
- Faithful+Gould
- Finning (Edson Evers)
- NG Bailey

Door-Stop's new sales tools, accessed via the website, help customers generate leads, sell/take payment online, and design/order totally bespoke brochures. Initiatives are launched every 6 weeks with PR, print and online advertising, direct mail and digital marketing, social media, videos and PPC. All marketing drives traffic to www.door-stop.co.uk.

The campaign generated 542 positive PR appearances, doubled 1,532 Twitter followers and grew web traffic by 23%; 98% of orders are now taken online. Door-Stop invested £0.27m on sales, marketing and the website to grow sales by £4m to £25m in 2013, a ROI factor of 14.8.

Winner



Door-Stop International

Judges Comment - "This digital campaign from Door-Stop International has improved their business significantly. Their fabulous initiatives directs all their traffic to their website increasing sales by a ROI factor of 14.8!"

Highly Commended



NG Bailey

Judges Comment - "NG Bailey's attempt to replace the traditional approach to digital campaigns with something new was hugely successful. The use of YouTube is excellent and should be highly commended".

NG Bailey wanted to replace the "traditional" and "status quo" approach with one that breaks new ground through customer interaction and infotainment, adding a rare dimension to their marketing collateral. They sort to exploit the benefits of video to bring complex projects and challenges – and solutions – to life in an unprecedented way.

Their YouTube channel has achieved approaching 11,000 views and 20,000 minutes of watching. The inaugural interactive health and safety induction video has contributed significant progress towards an accident-free workplace, with the number of reported safety incidents at an all-time low.

CATEGORY 8 - BEST DIGITAL CAMPAIGN

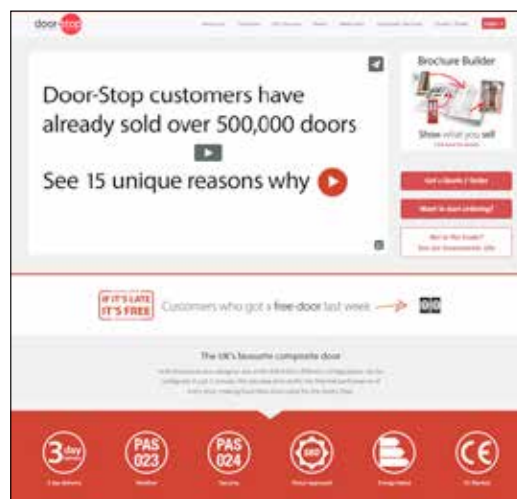
Door-Stop International & MRA Marketing:

Building Business for Customers



"Sales Manager has transformed what we do. In just one week it's tripled our usual business. And it took only 30 minutes to install"

TJ Tierney, Front-Door.co.uk



Composite door manufacturer Door-Stop has grown 20% a year on average since starting in 2008. Sold for £34m (Enterprise Value) to Masonite in 2014 its challenge is to maintain a profitable, market leading position in a competitive industry.

Door-Stop's strategy is to make it easier for customers to order, market and sell Door-Stop doors, building their own businesses.

A 2 year integrated campaign with MRA Marketing has helped customers do just that. New sales tools accessed via the website help customers generate leads, sell/take payment online, and design/order totally bespoke brochures. Initiatives are launched every 6 weeks with PR, print and online advertising, direct mail and digital marketing, social media, videos and PPC. All marketing drives traffic to www.door-stop.co.uk.

The campaign generated 542 positive PR appearances, doubled 1,532 Twitter followers and grew web traffic by 23%; 98% of orders are now taken online.



Best social media campaign

Shortlist

- ACO Technologies plc
- British Gypsum (Tangerine)
- Celotex (CFA)

Winner

Celotex
Insulation Specialists

Celotex (CFA)

When the much-anticipated revision to Part L 2013 of the Building Regulations came into force in April 2014, Celotex was prepared. As a thought leader and innovator in the PIR industry, the company developed the 'Insulating Britain' campaign to gain a significant advantage in this highly desirable, competitive and lucrative market.

Supported with a fully integrated campaign comprising PR, advertising, email marketing and social media, Celotex wanted the campaign to engage with customers face to face by talking to them, not selling to them. By identifying a social media campaign as the ideal way to communicate with peers, customers and potential consumers, it also helped to spread the company's message in a more relaxed and conversational way.

Celotex' comprehensive Social Media strategy helped to ensure the Insulating Britain campaign delivered on every level.

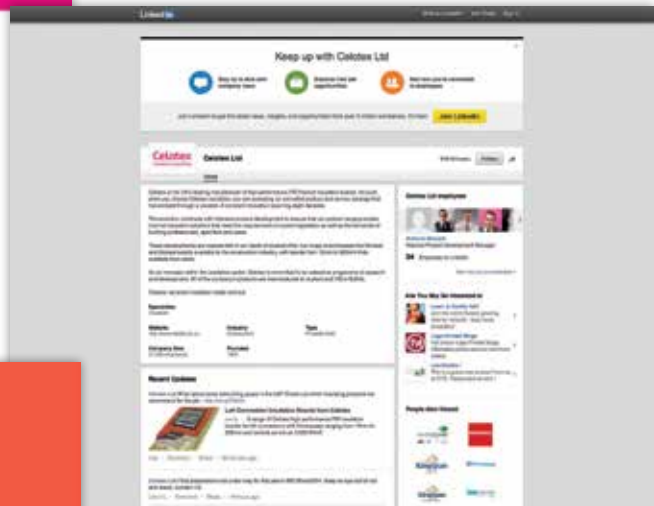
Judges Comment - "Celotex have used social media to their advantage in the way all business should in the 21st Century. Their social media strategy helped ensure that their Insulating Britain campaign was delivered on every level."

Construction Marketing Awards 2014

Best social media campaign

Celotex

Insulation Specialists



Best mobile campaign

Winner



NHBC

Shortlist

- Finning (Edson Evers)
- NHBC

Judges Comment - "NHBC's incredible mobile campaign included the development of their first ever mobile app. It has had an incredible 265% of its target number of downloads since its launch, something that has improved their business hugely".

Analysis of claims showed 72% of foundation-related claims were attributed to issues with foundations constructed near trees or to heave precautions related to strip and trench fill foundations. In response to this NHBC developed their first ever mobile app. The Foundation Depth Calculator app gives both NHBC staff and builder customers a completely mobile, field-based tool to help assess tree types and the required foundation depths to comply with NHBC Standards.

It has achieved 265% of its target number of downloads since launch

Many people (well, a couple) have asked
what exactly does CIB stand for?

Well, we're just good old
Communications in Building,
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Leading construction marketing for longer than you can shake a stick at
and supporting the CMA's for nearly that long too.



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Foundation Depth Calculator app when building near trees



265%
of the target
number of
downloads
achieved



**Reducing
the cost
and number
of future
foundation-
related claims**

A new
standard-
**raising
technology**
to the industry

0%
downtime
on the
App since
launch

The Foundation Depth Calculator app is NHBC's first ever mobile app. Designed to calculate the correct foundation depths when building near trees, it's another free, added value service for our registered builder customers.

It also contributes to our overarching aim to raise standards in house-building and reduce the future number of foundation-related claims under Buildmark, our 10 year new home warranty.



Best use of Events and Live Marketing

Winner



**Certsure LLP
(Redactive Media Group)**

Judges Comment - "This event produced by Certsure LLP proved that the planning and attention to detail can really pay off. To re-invent the event that is always a huge success and delivering the most successful event of the last 5 years is extremely exciting. They are worthy winners."

Shortlist

- Bradstone Assured
- Celotex (CFA)
- Certsure LLP (Redactive Media Group)
- Edgetech UK Limited (Balls2Marketing)

In 2013, a merger took place between two electrical bodies - NICEIC and ELECSA. The significant time and money invested in the venture would fail if members perceived the merger negatively and resigned. The event team re-invented the flagship event NICEIC and ELECSA Live, methods of improving attendee experience were brainstormed and a 'Customer Journey' approach was devised using digital and offline touchpoints.

The months of planning, attention-to-detail and hours of rehearsals paid off as the event was executed to military precision. The new approach led to enhanced levels of engagement and superior commercial outcomes. For having the courage and conviction to re-invent a tried-and-tested formula and delivering their most successful event of the last 5 years, the event team are worthy winners

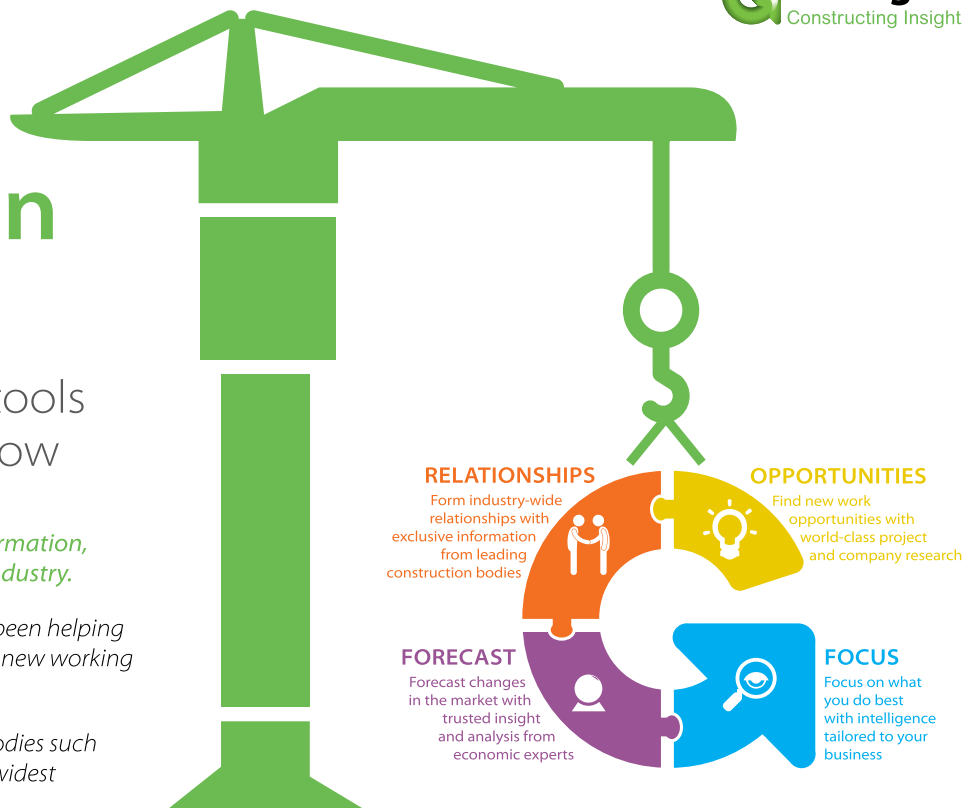
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Best Use of Events and Live Marketing NICEIC and ELECSA Live 2014

Introduction

In 2013, a merger took place between two electrical bodies - NICEIC and ELECSA - creating an 80% market share and a total membership of 34,000. However, the venture would fail if members perceived the merger negatively and resigned.

Strategy

As part of a wider retention strategy, the national conference in 2014 needed to demonstrate that we still cared about our members. It was a highly visible litmus test of how we would service our customers post-merger. The marketing team decided to enhance the visitor experience for our flagship event devising a 'Customer Journey' approach using digital and offline touchpoints.

'The Customer Journey'



Results

The new experiential approach led to enhanced levels of engagement and superior commercial outcomes:

- 629 total attendees
- 41 exhibiting companies
- 2:1 return-on-investment
- 107% increase in sales revenue
- 100% of exhibitors would book again
- 97% of delegates would book again

It took courage and conviction to re-invent a tried-and-tested formula, but the decision was vindicated. The event was our most successful and best received event of the last 5 years.

Best use of Direct Marketing

Shortlist

- LABC Warranty
- SLG Marketing
- VincentStokes (Construction Marketing Experts)

Winner



SLG Marketing

With a strong portfolio of achievements behind them, SLG was seeking a new initiative to help create a potential-filled new business pipeline from a freshly expanded database of largely 'cold' leads.

Targeting B2B manufacturing companies, SLG deliberately scheduled the two-month campaign to coincide with the Chancellor of the Exchequer's announcement of The Budget. With expenditure and profitability at the forefront of everyone's mind, SLG offered to help make company marketing budgets work harder.

15 credential meetings and 4 client wins later, SLG had proved the value of a well-timed and carefully delivered campaign, and showcased its ability as a marketing front runner in the B2B arena.

Judges Comment - "The planning of this campaign was very well thought out. To coincide their campaign with the announcement of The Budget, was innovative and worked to their advantage. Well done SLG Marketing!"

SLG BUDGET MAILER

Targeting B2B manufacturing companies, SLG created a campaign to raise awareness of their expansion, generate credential meeting and secure new clients.

Scheduling the campaign to run alongside the announcement of The Budget, SLG sent out chocolate coins in direct mailers to their refined database. eDMs were then sent to recipients, and this was followed by a personal phone call.

15 credential meetings and 4 client wins later, SLG proved that a personal and proactive approach to direct marketing was effective in generating new business.



Best use of Advertising

Winner



NHBC

The NHBC People Power advertising campaign represented a new and exciting direction for NHBC's corporate positioning. It was firmly rooted in customer research that sighted NHBC's service levels, technical expertise and people were key differentiators in the new home warranty marketplace.

The campaign produced a complete shift in approach, from products and services to the value of our people and resulted in a 7% increase in the NHBC annual net promoter score and maintenance of market share at 80%

Shortlist

- Brick Development Association (Realia Marketing)
- Celotex (CFA)
- Deceuninck UK (MRA Marketing)
- NHBC
- Premier Guarantee
- Reynaers at Home

Judges Comment - "This advertising campaign is brilliant. To produce a complete shift in approach is extremely impressive along with their increase in net promoter score".

housebuilder

product

awards
2015

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The Housebuilder Product Awards will be held in Summer 2015

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Keith helped to achieve
an average of
17%
advertising awareness
across our target audience

7%
increase in our annual
net promoter score with
a little help from Victoria



David helped
create a real
feel-good factor
in our business

A complete shift in our
approach to advertising
delivered by Lee and his
photogenic colleagues!



Paul helped to retain our
80%
share in the new
homes warranty market



Working as a team,
at NHBC we call it
'People Power'

Strengthening our reputation as the
leading technical authority for new homes

Best use of Branding and Positioning

Shortlist

- ABEC (CIB)
- ACO Technology plc
- Lafarge Tarmac
- Lakehouse
- Oktra (Holistic, Senate & Draw Group)
- Hepworth Clay (Wavin Limited) (Factor 3)

Winner



Lakehouse

Lakehouse has built a very successful business over the last 26 years, providing support services in construction and maintenance within the social housing, education and public building sectors in the South East of England.

The recent acquisitions of K&T Heating and Allied Protection created tactical confusion and highlighted the limitation of the current brand strategy and identity. A core project team from Lakehouse worked closely with a specialist branding agency to re-energise and reposition the Lakehouse brand.

Financial growth figures following the rebranding are impressive. Since August 2013, K&T Heating has increased turnover by 38%, Allied Protection has increased turnover by 24%, and the Lakehouse Group as a whole has increased turnover by 31%.

Judges Comment - "Lakehouse's effort to re-energise their brand has had a brilliant effect on their business. With an increased turnover by 31%, there is no doubt their strategy worked".

Highly Commended



Hepworth Clay (Wavin Limited) (Factor 3)

The 'rise of plastic' in the world of underground drainage pipes had seen clay become a forgotten material. With product attributes – in particular its sustainability, strength and durability – clay is more than a match for plastic, given the appropriate project requirements.

This distinctive campaign used clay's archetypal colour as an integral part of the design and, through a clever, provocative visual concept, majored on clay's worthiness to be reconsidered as a viable alternative to plastic. Every marketing pound spent has returned over £13 in sales. That's a net increase, after factoring in market growth, of £2.7m or an R.O.I. of 13.5 times.

Judges Comment - "Hepworth Clay have produced a campaign that showed a net increase of £2.7m. This campaign couldn't go unnoticed!"



Making an impact through deeper relationships



Lakehouse

Best professional services marketing campaign

Shortlist

- Brick Development Association (Realia Marketing)
- Faithful+Gould
- NG Bailey
- Novus (Harris Associates)

Winner



Novus (Harris Associates)

With the two-fold challenge of establishing the new brand and changing the marketplace's perception that Novus only delivered painting and decorating services, a dynamic, comprehensive PR campaign was developed by Harris Associates.

The campaign shone a light on the company's work in sectors such as refurbishment and new build through press releases, case studies and in-depth authoritative articles in credible industry titles. A unique photography and video style for Novus was developed, and regular newsletters produced.

Twelve months on, painting and decorating makes up a smaller share of the company's turnover while its other services have greatly increased.

Judges Comment - "This campaign has allowed Novus to promote their sectors such as refurbishment and new build. Their fantastic press releases and case studies has improved these services and the turnover has increased significantly".

6. BEST USE OF PRESS AND PR



Novus Property Solutions Establishing Novus

When Seddon Property Services commissioned us 12 months ago after a hugely competitive pitch process to support its rebrand to Novus Property Solutions, they were getting an agency with 25 years' experience to call on.

With the two-fold challenge of establishing the new brand and changing the marketplace's perception that Novus only delivered painting and decorating services, we successfully developed a dynamic PR campaign that produced stunning results.

A comprehensive campaign was rolled out, which shone a light on the company's work in sectors such as refurbishment and new build through press releases, case studies and in-depth authoritative articles in credible industry titles. We developed a unique photography and video style for Novus, and produced

regular newsletters that have engaged with staff and clients alike.

One of our most significant achievements was the award entry we researched and submitted which resulted in Novus winning the prestigious Responsible Small Business of the Year award at the BITC Awards.

Twelve months on, painting and decorating makes up a smaller share of the company's turnover while its other services have greatly increased.

Novus' marketing manager, Sophie Seddon, says: "Through its dedicated PR campaign, Harris Associates has elevated our position in the marketplace to new heights and we are reaping the rewards."

Best Construction Blog

Shortlist

- BAM Sustainability Blog
- Being Brunel
- Channel Graham
- Constructing Equality Blog
- Demolish Dismantle
- Diggers and Dozers
- Digger Man Blog
- Dr Bill's Big Fix Blog
- Nuaire Blog
- SpecifiedBy Blog

Winner



Constructing Equality Blog

Constructing Equality Ltd is a leading company in the field of construction-specific equality and diversity training. The objective of the Constructing Equality Blog is to be the only place for people to look when they need information about equality, diversity, fairness, inclusion and respect in the construction industry. The blog strategy is to produce a regular, consistent and reliable blogs which provide expert analysis of Constructing Equality Ltd key interests as a business.

www.constructingequality.co.uk

Judges Comment - "This blog is an easily accessible guide to the ins and outs of diversity and equality in the construction industry. It is a fantastic idea that provides an excellent service".

Highly Commended



Being Brunel

Being Brunel was setup by an engineer, for engineers. It provides a place to celebrate and enjoy civil engineering, in a way that is especially accessible to younger engineers and people curious about the industry. Being Brunel regularly tops Google for "Civil Engineering Blog". The voice of the articles are engaging; giving the site its honest and 'off-beat' style that distinguishes it from traditional engineering editorials.

www.beingbrunel.com

Judges Comment - "This blog has to be highly commended. The articles are engaging and it is now being read for pleasure for some of our judges, not just as an awards entry".

Agency of the Year

Winner



SLG Marketing

SLG Marketing has a long and successful history of working closely with companies in every corner of the construction industry. This year, their success has continued unfalteringly with 10 new client wins and countless creative campaigns which have delivered the impressive results that their existing clients have become accustomed to.

To meet its increasing workload, SLG has employed several new team members, increasing employee numbers by 20%. SLG Marketing's work this year has helped grow sales for its clients, enhanced their own success with a 30% revenue increase and created a multitude of distinctive, memorable, and effective campaigns which have been seen across the construction market.

Shortlist

- CFA
- CIB
- Holistic
- Ridgemount PR
- SLG Marketing

Judges Comment - "SLG works closely with their clients to produce the campaigns asked of them with creativity. SLG have employed new team members and it has overall been a very successful year for them."

Proud to be a CMA Construction Marketing award winner.

shrewdd
MARKETING

www.shrewdd.com

Highly Commended



CIB

Within the qualifying period CIB won 20 new clients, retained 83% of existing clients and increased average fee level by 9%. CIB rarely pitches and instead wins clients through contacts moving companies or via third party recommendation. For those clients where they were involved in a competitive pitch for PR, they achieved a 100% success rate. CIB continues to be embedded in the sector with 70 current construction industry clients – 44% of which have been working with CIB for at least four years and with longest standing clients of 20 and 29 years respectively.

Judges Comment - "CIB have some very long standing clients. This just showcases their attention to detail and creativity through their customer satisfaction. They are a fantastic agency who should be highly commended".

SLG MARKETING

When a client sets a challenge, SLG asks questions, confronts conventions and looks at things from a different angle.

With a wealth of experience and industry knowledge at their fingertips, SLG set out to create powerful, persuasive campaigns which hit business objectives and sales targets with impressive results.

Time after time their expertise, attitude and determination transform the ordinary into the extraordinary.



Marketing Team of the Year

Shortlist

- Celotex
- Ideal Boilers
- Lakehouse
- NG Bailey
- Novus Property Solutions

Winner



Lakehouse

In September 2013 the Marketing team at Lakehouse began the task of launching the Group rebrand both internally and externally.

In 12 months they achieved brand continuity not only through Lakehouse, but over no less than four acquisition companies within the group; across printed and digital communications, vehicle and workwear rebranding, website restructuring, a host of redesigned and redeveloped staff and resident communications and an online resource of hundreds of documents encouraging staff engagement through various means.

The team also designed and delivered a successful CIH South Eastern event and conference, from which two contracts totaling £1m was attributed, and designed and planned the refurbishment of the company's Romford headquarters as well as a new office in Brentwood.

Judges Comment - "Lakehouse have had an extremely busy year, rebranding the Group internally and externally. This is a great achievement and their marketing team should be proud. Congratulations Lakehouse".

Highly Commended

Celotex
Insulation Specialists

Celotex

With an internal marketing team of six – supported by an external marketing and PR agency, CFA – Celotex ensures every piece of marketing, advertising and promotional collateral delivers cohesive marketing messages that all follow business objectives.

With the launch of market leading products, the achievement of industry-wide approvals and well thought advertising campaigns, the Celotex marketing team has maintained outstanding marketing and PR output over the last 12 months.

Judges Comment - "This fantastic marketing team have shown what they are capable of in the last 12 months. They have maintained outstanding marketing and PR and it is highly commended".



**Making an
impact through
deeper
relationships**

Lakehouse

Emerging Talent - Young Marketer of the Year

Shortlist

- Fae Perkins (Potton)
- Gemma Bradley (Balls2 Marketing)
- Katie Willison (Balfour Beatty)
- Nicola Ayscough (NG Bailey)

Winner

Balfour Beatty

Katie Willison (Balfour Beatty)

Katie is a core part of the Communications Team at Balfour Beatty.

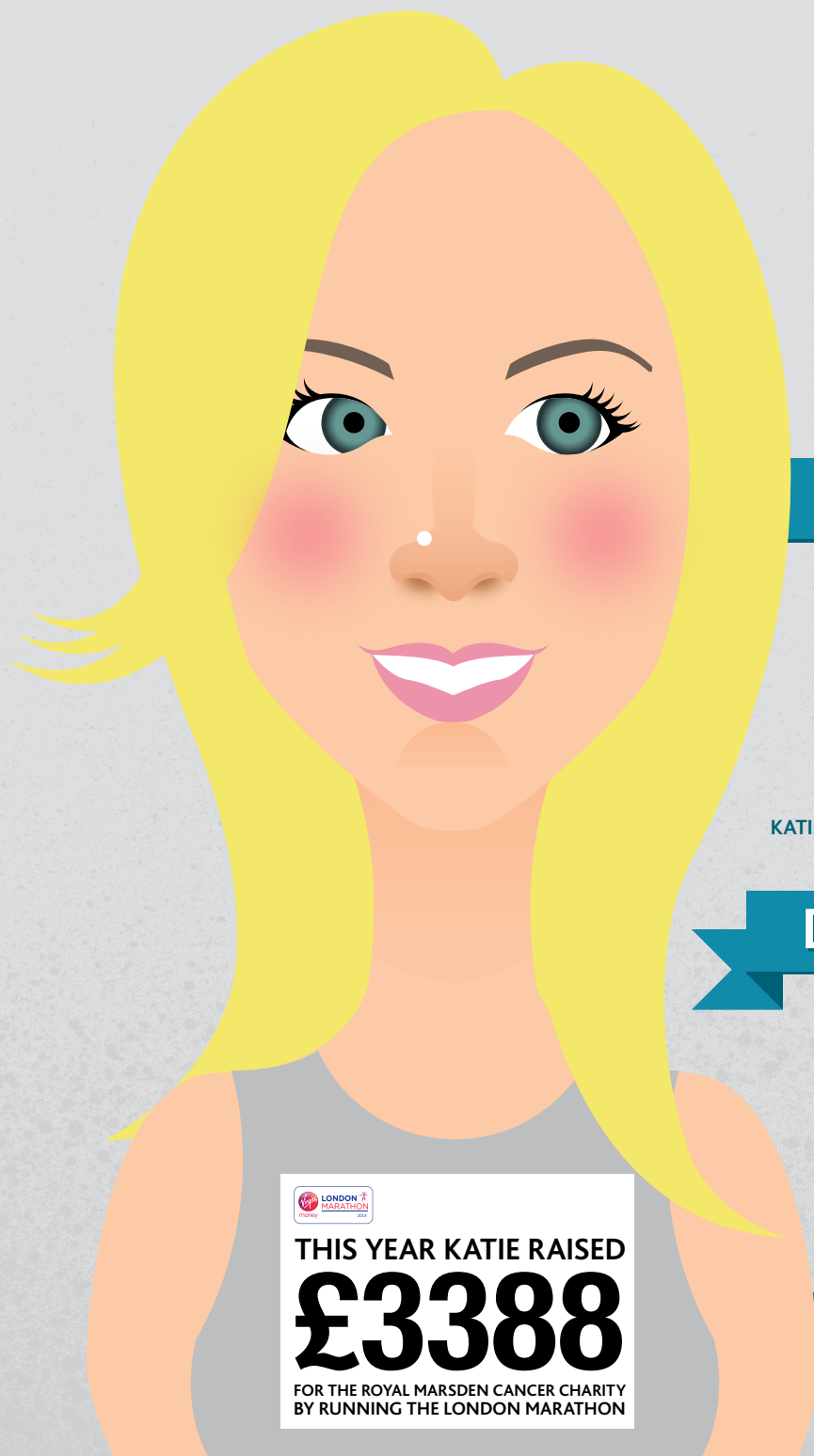
Appointed to her role as Digital Media Executive in January 2013, Katie previously worked on site in customer liaison and as support to business development. At interview, despite not having significant experience, her energy and enthusiasm won her the job.

She has embraced the role and has written and delivered the divisions first social media strategy, which has included assisting the HR team in their development of LinkedIn as a recruitment tool, being a key member of the delivery team for the new corporate website – a project which involved taking some 30+ existing domains and sites and creating a single, integrated, online presence.

Katie is an Associate Member of the CIM and is currently working towards becoming a full Chartered Marketer. She does this alongside her full time job, as well as being a fully trained fitness instructor and fundraiser – this year she raised £3388 for The Royal Marsden Cancer Charity having decided with a month to go to run the London Marathon.

Judges Comment -

"Congratulations Katie! In a short space of time Katie has delivered the divisions first social media strategy while still working towards becoming a full Chartered Marketer. All of her achievements are fantastic. Well done again, Katie!"



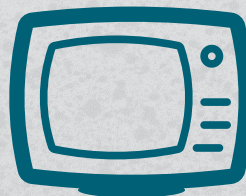
KATIE HAS DELIVERED TWO MAJOR WEBSITES IN 12 MONTHS AND IS ALSO RESPONSIBLE FOR OUR INTERNAL SITE

WEBSITES



KATIE IS AN ASSOCIATE MEMBER OF CIM AND IS CURRENTLY STUDYING TO BE A FULL CHARTERED MARKETEER

DEVELOPMENT



KATIE HAS DOUBLED THE NUMBER OF SCREENS FOR OUR FRONTLINE WORKERS

DIGITAL SIGNAGE

KATIE WILLISON

YOUNG MARKETER OF THE YEAR ENTRANT

KATIE IS RESPONSIBLE FOR OUR SOCIAL MEDIA PRESENCE



£200,000 SAVED IN RECRUITMENT COSTS

KATIE HAS ADVISED ON EXECUTIVE PROFILES, PLUS HELPED HR FOCUS ON HARD-TO-RECRUIT ROLES



3,391 FOLLOWERS GAINED IN 12 MONTHS

KATIE HAS DEVELOPED DIY ROLLOUT OF TWITTER FOR KEY SITES AND PROJECT TEAMS TO ENGAGE WITH STAKEHOLDERS AND PUBLIC



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