

RECOGNISING MARKETING EXCELLENCE ACROSS THE BUILT ENVIRONMENT



cma
construction marketing
AWARDS 2016

Informing and inspiring architects **since 1893**



RIBA Journal

At the heart of the profession for 120 years, our magazine is circulated to over 27,500 individuals worldwide - the largest audience of any UK architecture title

RIBA J.com

The definitive source of architectural information online, our website has over 50,000 page impressions from over 20,000 users every month

RIBA J Special Projects

We produce an exciting programme of special projects including, customer publishing, conferences, competitions and round-tables

RIBA J Learning

We offer a range of agile and innovative CPD solutions for the RIBA CPD Providers Network and the modern architect

RIBA

The RIBA Journal

J



www.ribaj.com | info@ribaj.com | 0345 200 0808

Overview

The prestigious Construction Marketing Awards continue to be the most highly regarded showcase of excellence in construction marketing and business development.

In their 16th year, the awards are an invaluable opportunity for recognition; a way to showcase creativity, innovation and effectiveness in your company's marketing or business development strategy. They continue to grow, with this year's entry volume the largest ever.

The CMAs raise the profile of marketing professionals and their achievements. Being shortlisted is a clear indication of your

success – especially this year with significantly more entries than ever before! Winning or being Highly Commended is exceptional, congratulations to all those outlined in the following pages, and to the teams involved.

In this book you will see each Winner accompanied by the poster element of the entry to help you see how good it is. All the posters for the whole shortlist are in the gallery at www.cmawards.co.uk

Introduction



Mike Lomax
CIMCIG Chair

It's the end of my first year in the Chair at CIMCIG (Chartered Institute of Marketing Construction Industry Group). And what a great way to round up the year with what we believe to be the best set of award entries in the history of the CMA's !

The standard of entries this year clearly showed that marketers in the construction industry can be clever, creative and clearly focused on adding value to their businesses and making a real impact on the bottom line.

The industry professionals who form our team of judges have spent a great deal of time deliberating and assessing the entries and I would like to thank them for their diligence and stamina.

Despite the turbulence of Brexit, our industry still remains strong and needs strong marketing to help it thrive and grow. We need to attract more people into construction in a range of levels and skill sets ...particularly marketingand I would hope that the publicity we give to this event highlights the great work that we do and helps to bring more eager minds into our industry.

Whether you carry off a trophy or noteveryone who has been shortlisted tonight is a winner. I am proud to be a construction industry marketer and I welcome you all to this event to celebrate our combined success.

Have a great evening, a happy Christmas and a very prosperous New Year.

Endorsed by

Sponsors and Supporters

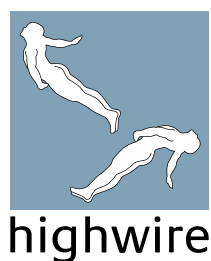
Endorsed by



Sponsored by



Supported by



It's never too early to think about the Construction Marketing Awards 2017
Entries open: Monday 24th April 2017 **Entries close:** Friday 22nd September 2017

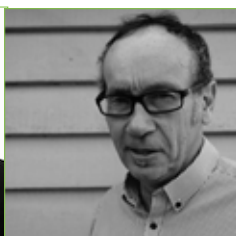
Meet the Judges

A lot of care is taken when selecting our judging panel.

We work hard to ensure the judging of the Construction Marketing Awards remains impartial. We take care when allocating judging responsibilities for award categories, ensuring there is no conflict of interest with the judges for those entries.



Graham Anderson
Director, Anderson Business Media Limited



Andy Cassie
Construction Marketing Guru



Mike Conway
Director, Camargue



Jonathan Deacon
Professor of Marketing at The University of South Wales



Ian Exall
Business Development Manager, Knauf Insulation



Liz Evry
Communications and Engagement Manager, CITB



Jim Harris
Harris Associates



Anna Hern
Director, Ridgemount PR



James Lee
Head of Group Marketing and Communications, Glass and Glazing Federation



Mike Leonard
Chief Executive, Building Alliance



Mike Lomax
CIMCIG Chair



Iain Lovatt
Director, Blue Sheep



Nick Moss
Walnut Management UK Limited



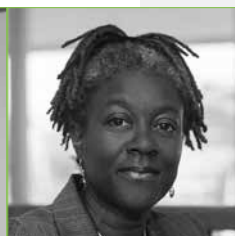
Rick Osman
CEO, Highwire Design; CIMCIG committee



Justin Ratcliffe
Chief Executive, Council for Aluminium in Building



Mike Rigby
CEO, MRA Marketing



Deborah Rowe
Consultant, Sheba Marketing; CIMCIG committee



Joanne Stark
Marketing Director, Carpet & Flooring, SIG plc



Jonathon Stock
RIBA Services at RIBA Enterprises



Ross Sturley
Principal, Chart Lane; CIMCIG committee



Richard Watkins
Director, Primary Contact



Chris Witte
Knauf Insulation



Kevin Williams
Commercial Director, Aliaxis



Jason Woodford
Director, SiteVisibility

“Construction Marketing Awards 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.”

Shortlisted Entrants

1. Strategic Planning & Management

- Brisant Secure (MRA Marketing)
- Crystal Direct (MRA Marketing)
- Solidor (MRA Marketing)

2. Best Product Launch

- Alumasc Water Management Solutions (MRA Marketing)
- Conquip Engineering Group (CIB)
- Redland
- Residence Collection (MRA Marketing)
- Birchwood Price Tools- Scruffs Gore-tex® Footwear

3. Best use of Press & Public Relations

- Alumasc Water Management Solutions (MRA Marketing)
- Brisant Secure (MRA Marketing)
- Covers Timber & Builders Merchants (PMW Communications Ltd)
- Heating Installer of the Year Awards (Refresh PR)
- MyGlazing.com (Refresh PR)
- Solidor (MRA Marketing)

4. Best use of Website

- Arbordeck (Harris)
- Barbour Product Search
- Brisant Secure (MRA Marketing)
- NHBC
- Prater (CIB)

5. Best Digital Campaign

- Door-Stop (CIB)
- Glass and Glazing Federation / MyGlazing.com
- Kingspan Insulation UK (Wyatt International)
- RIW (CIB)

6. Best Social Media Campaign

- Composite Wood Company (Balls2Marketing)
- IKO PLC (MRA Marketing)
- Knauf (Ridgemount PR)
- Novus Property Solutions (Harris)
- Residence Collection (MRA Marketing)

7. Best use of Events & Live Marketing

- Howarth Timber and Building Supplies (Harris)
- LABC Warranty
- Mace
- Chartered Institution of Building Services Engineers / Society of Light and Lighting (Ridgemount PR)
- Premier Guarantee
- SWISSPACER (MRA Marketing)

8. Best use of Direct Marketing

- Premier Guarantee
- SWISSPACER (MRA Marketing)
- LABC Warranty

9. Best use of Advertising

- Battersea Power Station (Brave)
- Deceuninck (MRA Marketing)
- Reynaers Ltd
- Schluter Systems (Indigo River)

10. Best Branding & Positioning

- Edgetech UK
- Marshalls (gyro Manchester)
- Glass and Glazing Federation / MyGlazing.com
- PlumbStock (Realia Marketing)
- Tarmac Cement

11. Best Professional Services Marketing Campaign

- AECOM
- Arcadis
- Henry Riley LLP

12. Best Contractor Marketing Campaign

- Mace
- Prater (CIB)
- The Carey Group (CIB)

13. Best use of Research & Insight

- Birchwood Price Tools
- Marshalls (gyro Manchester)
- Tarmac Cement

14. Best use of Content Marketing

- AECOM
- British Gypsum
- Glass and Glazing Federation
- Kingspan Insulation UK (Wyatt International)
- Prater (CIB)

15. Best Low Budget Campaign (<£25k)

- Door-Stop (CIB)
- Gibbs & Dandy (WAA Chosen)
- IKO PLC (MRA Marketing)
- LABC Warranty
- Redland

16. Best Mid-Range Budget Campaign (£25k – £50k)

- Consumer Protection Association (Purplex Marketing)
- Heating Installer of the Year Awards (Refresh PR)
- Kingspan Insulation UK (Wyatt International)
- MyGlazing.com (Refresh PR)
- Sherwin-Williams (Freshfield)

17. Best Big Budget Campaign (£50k+)

- Brisant Secure (MRA Marketing)
- Celotex
- Henry Riley LLP
- Marshalls (gyro Manchester)
- Schueco UK (Acumen Marketing Communications)
- Tarmac Cement

18. PR Agency of the Year

- CIB
- Holistic
- Refresh PR
- Ridgemount PR
- Tangerine

19. Agency of the Year

- CFA Marketing
- gyro Manchester
- MRA Marketing
- Purplex Marketing
- Ridgemount PR

20. Emerging Talent – Young Marketer of the Year

- Dan Steed – Celotex
- Emily Farquharson-Smith – AECOM
- Luisa Lagerwall – Overbury and Morgan Lovell

21. Marketing Team of the Year

- Arcadis
- Kier Group
- LABC Warranty
- Overbury and Morgan Lovell

“Congratulations to all those shortlisted”

1. Strategic Planning & Management

Winner: Solidor (MRA Marketing)



Solidor is a laminated-hardwood timber core composite door in a mass market dominated by GRP. Solidor's premium product and powerful marketing attracted high quality installers and helped them sell. It created the premium sector by motivating mid-market installers to trade-up. Solidor developed ambitious plans in 2015 to expand the premium sector and invested in an integrated marketing campaign to achieve these plans.

Solidor's campaign focussed on real-life security, the top priority for homeowners and installers. Solidor's fully integrated strategic campaign started a security debate to create demand for real-life secure composite doors. It positioned Solidor as the most secure composite door. The campaign doubled website visits, increased Solidor's Twitter following by 44%, generated 679 appearances in trade publications, added 238 new customers and exceeded the original sales target, with an ROI of 34 times investment; Resulting in Solidor now being the third largest door manufacturer in the market.

Shortlist

- Brisant Secure (MRA Marketing)
- Crystal Direct (MRA Marketing)
- Solidor (MRA Marketing)

Judges Comment

“Brilliant planning, well researched, with management responding to changes through the running of this solid campaign. A very good product with a very direct message, that was on message for the consumers. A 10 out 10 result as well.”

Security sells: Expanding the market for premium composite doors



“MRA’s marketing strategy transformed Solidor’s positioning and messaging and moved us up a gear. Positioning Solidor as the most secure composite door helped us grow 23% this year, exceeding our ambitious target with a marketing ROI of 34 times the investment.

Installers are switching to Solidor because there’s no escaping the benefits of selling beautiful security and the real-life security homeowners want. So our share of the market is growing fast. We have the right product, the right infrastructure, and now we have the right strategy and messaging too.”

Gareth Mobley CEO, Solidor



2. Best Product Launch



Winner: AlumasC Water Management Solutions (MRA Marketing)

In July 2015 Gatic Civil Drainage, a division of AlumasC Water Management Solutions launched Filcoten®; an innovative lightweight concrete channel drainage system, pioneering the use of breakthrough-material technology. 70% lighter than conventional concrete, stronger, more durable and more environmentally friendly than polymer and fibre reinforced concretes.

Objectives for the launch were to achieve £500,000 of sales in year 1, grow to £5m by 2020, No.2 in the market and lead the channel drainage market with a unique, comprehensive range. The strategy was to add Filcoten to Gatic's range, for a complete solution to surface water drainage, to raise awareness of Filcoten and its benefits to client, contractor, specifier and stockist.

The launch saw results of £630,000 of sales to August 2016. Figures for the lastest 6 months show project quotes up 82%, with the value of project quotes being up 151%, all versus the previous 6 months. The product launch saw a ROI of marketing investment of x2.1 (on margin).

Shortlist

- AlumasC Water Management Solutions (MRA Marketing)
- Conquip Engineering Group (CIB)
- Redland
- Residence Collection (MRA Marketing)
- Birchwood Price Tools - Scruffs Gore-tex® Footwear

Judges Comment

“A truly innovative product. A simple but effective integrated campaign, with strong objectives that were clearly exceeded. Good ROI, good SMART objectives.”



Filcoten®: World's 1st lightweight concrete channel drainage system



FILCOTEN®

Stronger.
70% Lighter.
Quicker to install.

GATIC FILCOTEN®

STOCKED HERE

Alumasc WMS (Gatic WMS) - Jul 20

The flexural strength of our NEW Filcoten Pave is approximately **DOUBLE** that of conventional HPC products!

Alumasc WMS (Gatic WMS) - Jul 20

Filcoten is world's first lightweight concrete channel drain & 100% recyclable. Read more goo.gl/Ku8R0R2

Winner: Heating Installer of the Year Awards (Refresh PR)

Underfloor heating supplier, Continental Underfloor, challenged Refresh PR with developing a campaign which would raise brand awareness, engage directly with installers to reinforce relationships/establish new ones, support the installers' businesses and create useful long-term partnerships for Continental Underfloor. The answer: The Heating Installer of the Year Awards (HIOTYA), a first-of-its-kind for the industry.

Activity targeted trades people via a sustained, integrated communications campaign, including trade and regional PR (8.17m opportunities to see), social media, email marketing (80k trades people reached), direct engagement, sponsorship and events. 100 entries were received and Continental was mentioned 74 times across 90 pieces of press coverage. This achieved a 15% increase in business enquiries, which resulted in a 16% increase in revenue growth for YE April 2016.

HIOTYA won widespread acclaim from leading trade magazines, organisations, associations and trades people across the industry. Continental established a partnership with Graham The Plumbers' Merchant. The campaign also directly contributed to significant business growth for the regional and national winners.

Shortlist

- Alumasc Water Management Solutions (MRA Marketing)
- Brisant Secure (MRA Marketing)
- Covers Timbers and Builders Merchants (PMW Communications)
- Heating Installer of the Year Awards (Refresh PR)
- MyGlazing.com (Refresh PR)
- Solidor (MRA Marketing)

Judges Comment

Refresh's approach to discover some key insights into their target audience and creating their own database of target contacts before creating a strategy is a fundamental recipe for success. Delivering regional and national awards at minimum cost and risk to the client. A great campaign!

Highly Commended:

Covers Timber & Builders Merchant (PMW Communications Ltd)



Covers' Help for Hospices campaign ran for one week in September 2015 and aimed to raise £21,000 on behalf of 11 separate hospice charities across the South East that could be directly linked with the communities that the Covers' depots operated in. As well as agreeing to donate £5 for every £60 or more (including VAT) spent by a customer, Covers also agreed to host activities in each depot that were attended by volunteers from the respective hospices. These included bake sales, themed 'dress up' days and competitions. Covers also organised a raffle as part of the campaign selling tickets from each of its depots. The raffle was drawn by local celebrity guest, and charity patron, Christopher Timothy at the Chichester depot. The campaign generated £61,395 in press coverage.

A praiseworthy entry. A well thought out campaign which achieved

HEATING INSTALLER OF THE YEAR AWARDS 2016

The search for heating installation superstars starts here!

- Do you pride yourself on delivering excellent service?
- Are your customers always completely satisfied with your work?
- Could you be an award-winning installer?

Created the concept & launched the Awards



More than 1,500 votes cast



100 entries

HEATING INSTALLER OF THE YEAR AWARDS 2016

Sign up here for information and consideration for HIOTY 2017

Enter your email here

Submit

Integrated Communications Campaign



90 pieces of coverage, 8.17m opportunities-to-see

4. Best use of Website



Winner: Arbordeck (Harris)

Arbordeck manufactures own-brand timber decking and is one of just two distributors of Trex, the leading US composite deck system. To help capitalise on a significant Trex TV advertising campaign a marketing initiative was drafted to generate demand for samples of the Trex product, as these historically resulted in a high conversion rates. In the space of just three months, a new website was designed and built. The website generated 1,890 sample requests with a 75 per cent conversion rate, an increase of 112% on 2015. The website also saw 162 literature requests, up 69% on 2015 and 10,861 stockist searches completed in excess of 100% on objectives. The site currently ranks on page one of Google's results for 21 key search terms and, to-date, sales of Trex in 2016 have increased by more than 100 per cent compared to 2015.

Shortlist

- Arbordeck (Harris)
- Barbour Product Search
- Brisant Secure (MRA Marketing)
- NHBC
- Prater (CIB)

Judges Comment

“Very well defined and executed, with clear objectives. An excellent website, with easy navigation and compelling content.”

housebuilder
product
awards
2017

Entry form
available in
January

housebuilder



In partnership with

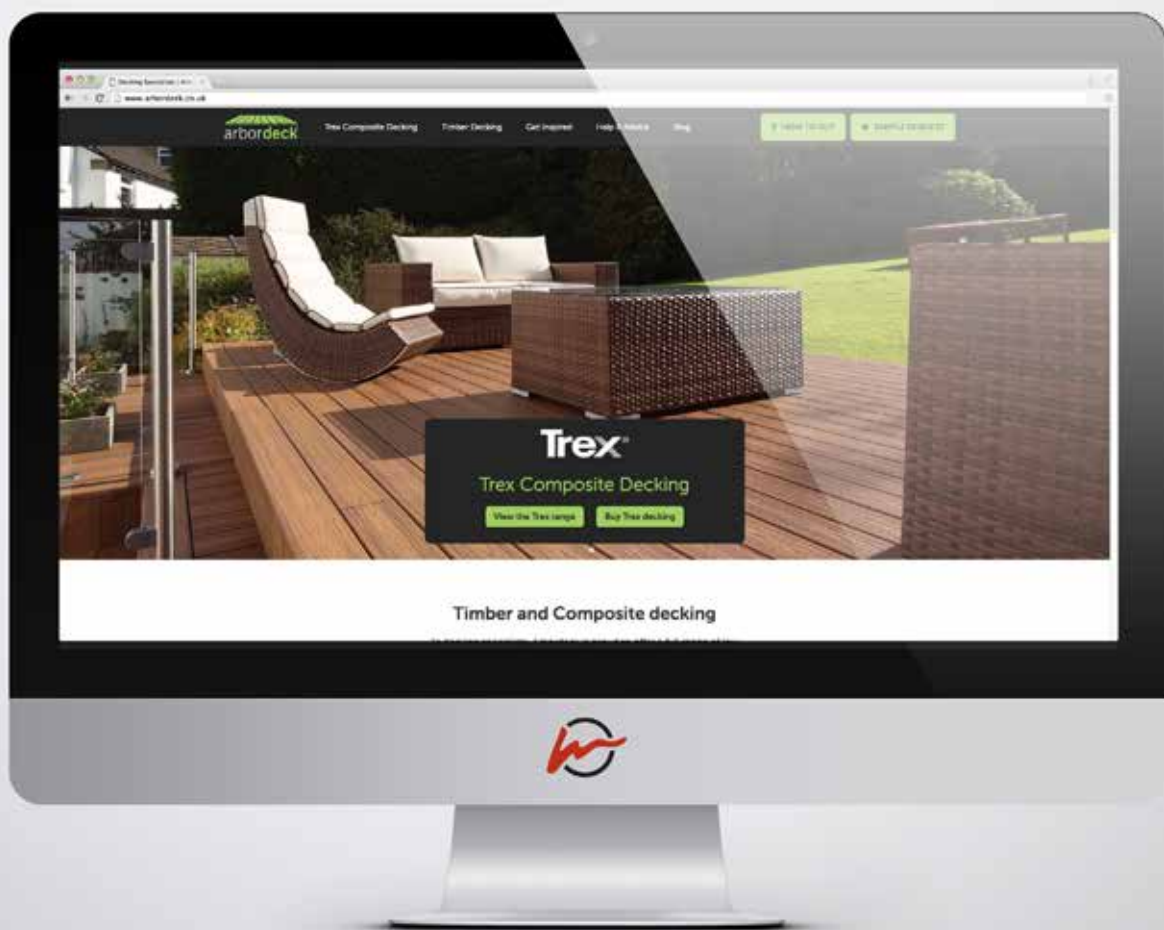


Raising Standards. Protecting Homeowners

For more details visit:
www.house-builder.co.uk
020 7960 1646

Trex®

In the space of just three months, we designed and built a new website that achieved a traffic increase in excess of 50% and led to Trex sales increasing by 93% on the previous year.



50%
increase in traffic

75 per cent
conversion rate for
sample order requests

93%
increase by
volume in sales

5. Best Digital Campaign



Winner: RIW (CIB)

RIW supplies waterproofing products and solutions to the construction industry and is well known for their expert technical advisory service.

The 'Things are Looking Up' campaign revolved around a photographic competition, where architects were asked to take a picture, either on their smartphone or camera, that represented the theme of 'things are looking up' to them. The competition was Instagram based and used the Iconosquare platform. Entrants posted their images through either Twitter or Instagram using the hashtag #thingsarelookingup, or directly uploaded their photograph.

Promotion of the competition was achieved through social media (organic and advertising) and supported by a series of emailers. The competition was open for 2 months and received 226 entries with representation from a number of the AJ top 100 practices. The competition page received 3,050 page views. Social adverts were seen by 320,018 (impressions) relevant people, with 344 clicks to the website directly attributed to the adverts.

Shortlist

- Door-Stop (CIB)
- Glass and Glazing Federation/MyGlazing.com
- Kingspan Insulation UK (Wyatt International)
- RIW (CIB)

Judges Comment

“Brilliant activity. A well targeted, well implemented, tightly focused, cost effective competition that did the business.”

Highly Commended: Door-Stop (CIB)



Door-Stop is one of the leading UK composite door manufacturers and a pilot campaign was devised with a specific objective to monetise their social media activity. The aim was to generate account sign ups and sales directly from advertising on both Twitter and Facebook, with a view to evaluating the potential ROI of future spend.

A three-month campaign tested different targeting and creative. It involved the integration of Door-Stop's social media channels, Google Analytics and CRM system to determine success. ROI was calculated on the average spend within the first 12 months of new account sign ups.

A total spend of £3,545 returned a direct estimated ROI of £29,895, from 8 new account sign ups directly achieved from an advertisement click through. Forecasts show that for every £1 spent, it will therefore return £9.43 (an ROI of 843%).

“A high level of detail in a low budget campaign. A strong entry with excellent targeting insights, a great case study for social media marketing.”



RIW supplies waterproofing products and solutions to the construction industry and is well known for their expert Technical Advisory service.

The 'Things are Looking Up' campaign revolved around a photographic competition, where architects were asked to take a picture, either on their smartphone or camera, that represented the theme of 'things are looking up' to them.

The competition was Instagram based and used the Iconosquare platform. Entrants posted their images through either Twitter or Instagram using the hashtag #thingsarelookingup, or directly uploaded their photograph. All entries could be viewed on the competition page hosted on RIW's website.

Promotion of the competition was achieved through social media (organic and advertising) and supported by a series of emailers.

The competition was open for 2 months and received 226 entries with representation from a number of the AJ top 100 practices.

Category:

Description:

Client:

Agency:

5. Best Digital Campaign
Things are looking up competition

RIW

CIB

#Things
ARE
LOOKING
↑



#thingsarelookingup #architecture
#photography #building #photooftheday
#architecturelovers #abstract

41K

31 likes

taluk_rlw Be inspired by Emmanuel Cole...
Put your own spin on our architectural
photo comp by showing us how
#thingsarelookingup for you.
#architecturelovers #city #elevation
#building #architecturedesign
#viewfromabove #camera #photooftheday
reginedealmelds Wow
zoosmerald Wow amazing photo
stealth_hqik @taluk_rlw gutted to have
missed out on this competition

Add a comment...

6. Best Social Media Campaign



Winner: Knauf (Ridgemount PR)

In common with many manufacturers, Knauf supplies its products through merchant distribution and lacks a direct communication channel to reach contractors who make buying decisions.

A key objective of their marketing programme was to establish an effective communication channel to SME contractors. After profiling the contractor audience, considering market data on available platforms and conducting some ad hoc research Facebook was chosen as the most effective channel.

A lively campaign, to prove the effectiveness of the channel and to build its influence for future campaigns was devised. The Knauf Summer of Sport used sports-themed videos to carry highly branded product messages to the target audience, linked to a give-away to drive engagement.

The results, in terms of engagement, cost per contact and the development of the Facebook channel were truly impressive, proving once again that a well-targeted Facebook campaign can deliver great results at relatively low cost.

Shortlist

- Composite Wood Company (Balls2Marketing)
- IKO PLC (MRA Marketing)
- Knauf (Ridgemount PR)
- Novus Property Solutions (Harris)
- Residence Collection (MRA Marketing)

Judges Comment

“Excellent piece of work. Well planned, well defined and executed to deliver good results with the target audience reached and objectives exceeded.”

Catagory 6 | Best social media campaign



3 World class sporting events



6 Products

6 Videos



7. Best use of Events & Live Marketing



Winner: Howarth Timber and Building Supplies (Harris)

Howarth Timber 175 Trade Day was Howarth Timber's biggest stand-alone event in the company's history. There were exhibits by 60 of Howarth Timber's suppliers at the event – exceeding the company's target by 20 percent. More than 1,300 delegates attended the event – exceeding the company's target by more than 100 per cent. Sales on the day exceeded the company's target of £200,000 by 20 per cent, with sales and orders totalling £240,000. And 70 suppliers signed up to exhibit again at the event in 2016.

Shortlist

- Howarth Timber and Building Supplies (Harris)
- LABC Warranty
- Mace
- Chartered Institution of Building Services Engineers/Society of Light and Lighting (Ridgemount PR)
- Premier Guarantee
- SWISSPACER (MRA Marketing)

Judges Comment

“Strong objectives; excellent initiative that delivered strong, measured results. Grass roots construction impact. Worthy of being a winner.”

Highly Commended:

Chartered Institution of Building Services Engineers / Society of Light and Lighting (Ridgemount PR)



The Society of Light and Lighting (SLL) is a special interest group within CIBSE. In 2015, faced with a plateau of member numbers, the incoming President was looking for a high-profile activity to reinvigorate the group. 2015 was designated UNESCO Year of Light. SLL made the decision to embrace the Year of Light objectives and the Night of Heritage Light was born.

Night of Heritage Light saw theatrical and creative lighting treatments executed simultaneously, for one night only, at nine UNESCO World Heritage sites around the UK. The event involved teams of lighting designers, attracted thousands of spectators, reached millions via media coverage and created a storm of social media interaction.

“Fantastic concept; well executed; strong results. Cut through right down to the general public. A cracker!”



The biggest stand-alone event Howarth Timber has ever hosted: the Howarth Timber 175 Trade Day.



More than 1,300 delegates in attendance at the event – exceeding the company’s target by more than 100 per cent.

Sales on the day exceeded the company’s target of £200,000 by 20 per cent, with sales and orders totalling £240,000.

In return for the marketing investment of £60,000, we delivered an event with 60 exhibitors and more than 1,300 guests, generating sales and orders of £240,000.

8. Best use of Direct Marketing



Winner: LABC Warranty

Following research LABC Warranty were able to identify the key barriers LABC teams faced when referring customers, which were; awareness of LABC warranties, communication and understanding of LABC Warranty processes. A campaign was developed to address these issues and to help improve the relationship between LABC Warranty and LABC. Initially an email teaser campaign ran over 3 weeks prior, to the hard launch at the LABC conference and the sending of a hard copy direct mailer. This was then supported by an email campaign sent weekly over a period of 2 months. The objective was to increase referrals from LABC by 15%, this was exceeded with an increase of 27% in just 3 months!

Shortlist

- Premier Guarantee
- SWISSPACER (MRA Marketing)
- LABC Warranty

Judges Comment

“Creativity stood out. Innovative and good use of budget. Good work”

...MEET LUKE



Soon you'll be setting up home together...



...350 of them

When you start a new relationship – especially in business – how do you know you're right for each other?
Glenigan, of course.

Glenigan's vast online database brings together thousands of construction industry professionals with billions of pounds-worth of projects. And with full details of who to contact – including email addresses and phone numbers – you know exactly who your business is getting into bed with.

So why not take a **FREE** demonstration and see for yourself how useful Glenigan could be? Call our team on **0800 373 771**, email **info@glenigan.com** or use our **live web chat**.

Start a business relationship at **matchmadeinglenigan.com**

IT'S A MATCH MADE IN **G Glenigan**

BEST USE OF DIRECT MARKETING

WE'D LOVE TO...

PROMOTIONAL
MUG WITH
'WE'D LOVE TO
BE THE FISH TO
YOUR CHIPS'
BRANDING
WRAPPED
IN BESPOKE
NEWSPAPER
PACKAGING

CONTACT CARD
WITH RELEVANT
ACCOUNT AND
SURVEYING
CONTACTS

SAMPLE
CUSTOMER
INFORMATION
PACK

FOR YOUR
CUSTOMER

PROMOTIONAL
POST-ITS,
NOTEPAD AND
PEN WITH
FISH AND
CHIP SNACKS
PRESENTED IN A
TAKE AWAY BOX

17% AVERAGE
EMAIL OPEN
RATE

OVER £78,000
IN PIPELINE
BUSINESS
GENERATED

4% AVERAGE
EMAIL CLICK
RATE

27% INCREASE
IN REFERRALS

WE'D LOVE TO BE THE FISH TO YOUR CHIPS



*"THANK YOU VERY MUCH FOR THE FISH AND CHIPS.
A VERY CLEVER BIT OF MARKETING, GRATEFULLY RECEIVED."*

PHILIP MANSFIELD, GROUP MANAGER BUILDING CONTROL,
BATH & NORTH EAST SOMERSET COUNCIL

9. Best use of Advertising

Winner: Battersea Power Station (Brave)



The Battersea Power Station Development Company launched an international advertising campaign to counter a perception that the seven phase redevelopment of the iconic Power Station had seen its entire stock of housing units sold out. This was, in fact, only the case for phase 1 of the development.

The campaign was executed in two phases. The first phase (September 2015 – January 2016) focused on distinguishing the Battersea Power Station properties by drawing attention to the culture and lifestyle opportunities offered through numerous leisure and retail amenities, in addition to the office and residential units. The second phase (February 2016 – June 2016), conveyed a message that highlighted the availability of the apartments and a new show apartment. On top of some impressive feedback from the industry, the campaign delivered a 138% increase in web traffic on the previous 6 months, resulting in a huge uptake in registrations of interest for our properties and crucially, secured additional sales.

Shortlist

- Battersea Power Station (Brave)
- Deceuninck (MRA Marketing)
- Reynaers Ltd
- Schlüter Systems (Indigo River)

Judges Comment

“Lovely campaign with lovely results, executed beautifully”

IT TAKES AN ICON TO BUILD ONE



Gejry Partners' first UK show apartment is coming soon to Battersea Power Station.

The first two-bedroom Gejry Partners show apartment will already be available to view at Battersea Power Station. From kitchens to bathrooms, Gejry Partners' attention to detail captures the imagination of the discerning aesthete. Take the opportunity of a lifetime to see this visionary architect's British masterpiece.

To register your interest, call 020 7501 0678 or visit batterseapowerstation.co.uk

BATTERSEA POWER STATION

DON'T DO ORDINARY



5,4,3,2&1

BEDROOM APARTMENTS, AVAILABLE NOW*

Be part of a community about to lift off

Only extraordinary 1 to 5 bedroom homes designed by world class architects, including Foster + Partners and Gejry Partners, are available to buy now.

Join a vibrant new neighbourhood for London located in Zone 1.

Call 020 7501 0678 or visit batterseapowerstation.co.uk

*Available subject to availability of apartments

BATTERSEA POWER STATION

DON'T DO ORDINARY



YOUR PLACE TO LIVE & PLAY

Live, work and play in a new neighbourhood for Zone 1

Stunning 1 to 5 bedroom apartments designed by Foster + Partners and Gejry Partners sit in a vibrant mixed-use destination with over 18 acres of green spaces and world-class entertainment and arts venues. Make yourself at home at Battersea Power Station.

Call 020 7501 0678 or visit batterseapowerstation.co.uk

BATTERSEA POWER STATION

DON'T DO ORDINARY



THERE'S STILL TIME TO COME ABOARD

An iconic place to call home in Zone 1

Stunning apartments designed by Foster + Partners and Gejry Partners are available to buy now in the heart of a new neighbourhood for London.

Call 020 7501 0678 or visit batterseapowerstation.co.uk

BATTERSEA POWER STATION

DON'T DO ORDINARY

10. Best Branding & Positioning

Winner: PlumbStock (Realia Marketing)



Ridgeons, a leading trade builders' merchant in the East of England recognised that plumbing and heating customers wanted to be treated differently from general builders. It took the decision to launch a number of standalone Plumbing and Heating 'concessions' to serve this audience. This new brand was to be called 'PlumbStock' and the ambition was to launch 14 stores in 12 months.

Research informed the strategy showing plumbers need convenience and availability all at a fair price, a trade counter close by, run by people who talk their language. As a result the 'what you need, when you need it' brand proposition was born.

The integrated campaign combined ambient media and radio (chosen specifically because they are in-environment for plumbers) with direct marketing and PR/social outreach to provide multiple opportunities to engage. So far the campaign has delivered £255,000 projected revenue vs £55,000 spend.

Shortlist

- Edgetech
- Marshalls (gyro Manchester)
- Glass and Glazing Federation / MyGlazing.com
- Plumstock (Realia)
- Tarmac

Judges Comment

“Done very well, a really decent job.”

CONSTRUCTION MARKETING AWARDS 2016

BEST BRANDING AND POSITIONING

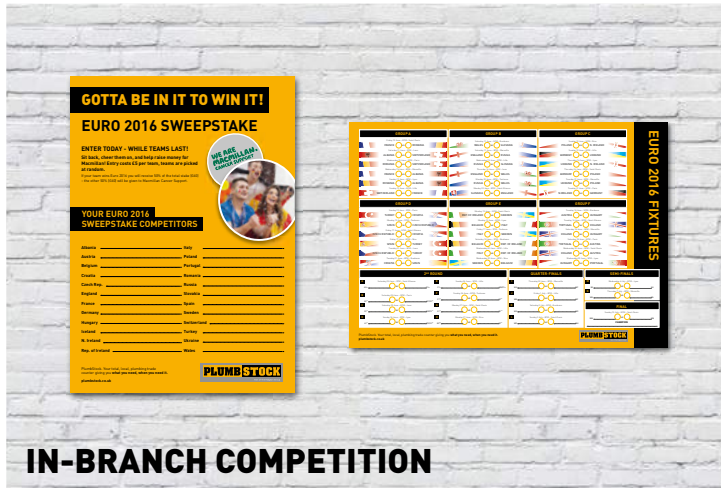
PLUMBSTOCK

PlumbStock was launched by the East of England's leading independent timber and builders' merchant, Ridgeons. Why? Because plumbers told us they wanted to be treated differently. PlumbStock aims to be the 'plumbers best friend' by providing customers with a fair price, convenience, availability, speed and proximity, all delivered by clever people who talk their language.

Our 'What you need, when you need it' brand proposition addresses those needs directly at an emotional and rational level, supported by creative and content that relates to them, rewards them and smiles with them.



OFFERS NEWSLETTER



IN-BRANCH COMPETITION



A1 POS BOARDS



A5 FLYER



A5 FLYER



GATEFOLD DM



RADIO CLIP



SOCIAL MEDIA ADVERTS



GIF

11. Best Professional Services Marketing Campaign

Winner: AECOM

AECOM's See Further campaign draws on expert opinion from their business and the industry, exploring innovative ways of tackling some of today's most complex problems. See Further is a targeted, quantifiable multi-media campaign. Through their See Further magazine, app, the first of its kind within our industry, and a series of talks, they sought to drive debate and examine trends, to further understanding and share solutions. See Further was created to meet two objectives: to re-establish and strengthen AECOM's brand in their priority markets and support growth by positioning for key pursuits. The campaign has had demonstrable success. Its targeted, original content has helped secure a number of important project wins.

AECOM

Shortlist

- AECOM
- Arcadis
- Henry Riley LLP

Judges Comment

“Pretty Awesome, big scale, comprehensive information, quality! Using your own experts to define your thought-leadership across a range of end-user markets using really well-integrated platforms and great eye-catching design. A breath of fresh air.”

Advertisement

WANT TO BE THE BEST?

Then you need to work with the best

As a top performing company you work with the best products, the best suppliers, the best customers.

It's the same with your marketing. Which is why you should team up with Purplex, the UK's leading PR, marketing and digital agency for the building products industry.

We help ambitious companies grow, and market leaders widen the gap.

Call Purplex on 01934 808132 or email grow@purplexmarketing.com

LONDON OFFICE - T: 020 3137 9319 | BRISTOL OFFICE - T: 01934 808 132



/Purplexmarketing

@Purplexuk

/Purplexmarketing

E: grow@purplexmarketing.com

www.purplexmarketing.com



Construction Marketing Awards

11. Best Professional Services Marketing Campaign

See Further

In an increasingly interconnected world, we need to find ways of meeting growing demand and addressing a changing climate with finite resources. New thinking is needed now more than ever.

Drawing on expert opinion from across AECOM, our See Further thought leadership series explores innovative ways of tackling some of today's most complex problems.



Search the iOS or Google Play app store for 'See Further' to download our app and find out more.



12. Best Contractor Marketing Campaign



Winner: Mace

2015 was Mace's 25th anniversary, an opportunity for the whole business to come together and celebrate the company's achievements and successes. Mace also took this opportunity to strategically align their overarching objectives – to amplify their reputation, build advocacy both internally and externally and increase employee engagement.

The Marcomm's team developed the strategy and delivered a comprehensive year-long global multichannel campaign. The campaign was instrumental in strengthening Mace's reputation and building advocacy internally and externally. Employee engagement increased by 9% and a record number of employees reported it was an 'exciting time to work for Mace'. Mace increased their touchpoints with key and strategic clients by 20%.

Shortlist

- Mace
- Prater (CIB)
- The Carey Group (CIB)

Judges Comment

“A complex employee engagement campaign across 39 countries, raising awareness and company image. Marketing techniques used were innovative. Very impressive and brave!”

Advertisement

The advertisement features a dark grey background with white line-art icons of construction equipment and workers. The text 'building brands.' is written in a large, bold, yellow sans-serif font. In the bottom right corner, there is a logo for CIB (Construction Industry Board) featuring a stylized crane and the letters 'CIB' inside a hexagon.

building brands.

The specialist, full service agency cibcomms.co.uk

We believe that for Mace every day is an adventure. Every challenge is an opportunity to think and do differently. Every space, every structure, every city is a chance to imagine better. For 25 years our adventurous spirit has driven us to do things better, to push for more, to improve the world, to move the industry forward.



"For me, it's hasn't been about one single event. This year has shown the incredible sense of adventure Mace and its staff holds. Recreating iconic Mace projects through the Lego challenge and the follow up visit to Birmingham Children's Hospital to gift the Lego bricks was fantastic. Witnessing the baton's round the world antics and following the Tour de Mace challenge, shows that Mace's strength is in its people and it really is an exceptional place to work!"

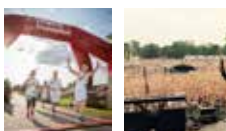
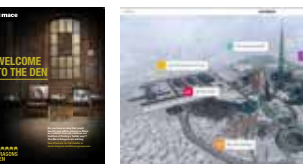
Stephanie Cottrell Birmingham

"An energetic, practical and confident personality with amazing achievements at 25 years – that was the Mace spirit of 2015 which grows by the year. Thanks a lot for your enthusiastic work and keeping everyone engaged in the celebrations."

Roop Bandyopadhyay India

94%

of employees enjoyed being part of the 25th anniversary



Internal advocacy: Attracting and retaining the right people

82%
of employees
took part in a
25th anniversary
activity

97%
of employees
agreed 'it is an
exciting time to
be working at
Mace.'

£522k
total raised for Mace
Foundation in 2015

-2%
decrease in
employee
turnover

+9%
increase in
employee
engagement

External advocacy: Deepening relationships with key clients

+20%
increase in touch
points with our
key and strategic
clients

+60%
increase in media
coverage

+22%
increase in traffic
to website

45,000
Mace World unique
visitors

30%
of clients referenced the 25th
anniversary campaign as part of
customer feedback process

13. Best use of Research & Insight



Winner: Marshall's (gyro Manchester)

Marshall's wanted to challenge perceptions that they are more than just a paving manufacturer. Gyro, on behalf of Marshall's, designed and undertook an eight month research and insight project. This had to do more than just 'big thinking' but be used as a resource to inform future product development.

Through client collaboration, intensive secondary research, high quality primary research and analysis and execution a ground breaking creative was developed, a thought leadership piece called 'Future Spaces'. This campaign sought to challenge perceptions, re-affirm the brand's proposition and provided Marshall's with insight to help future product development. Marshall's are on a journey to move from being seen as 'just a paving manufacturer' to being seen as a partner with the technical expertise and capability to help customers create better spaces.

Shortlist

- Birchwood Price Tools
- Marshall's (gyro Manchester)
- Tarmac Cement

Judges Comment

“Brilliant – the website and whitepaper were very forward thinking. An excellent research project that was well planned and structured with an innovative approach to analysis and deliverables. 1st class work.”

CATEGORY 13:
BEST USE OF
RESEARCH & INSIGHT

MARSHALL'S
'FUTURE SPACES'
INSIGHT PROJECT

Using research and insight to position Marshall's as industry thought leaders through innovative future-scoping.



230
ARTICLES &
REPORTS

6
BOOKS

30
HOURS OF
VIDEO

20
HOURS OF
INTERVIEWS

THE RESULT

We identified 4 global macro-trends and 12 emerging themes for how spaces will evolve over the next decade.

14. Best use of Content Marketing



Winner: AECOM

AECOM's See Further campaign is a targeted, quantifiable multi-media campaign, delivered via a magazine, app and series of talks. It draws on expert opinion from across AECOM's business and the industry. The growing popularity of the See Further series, seen in the measurable success of the app and digital engagement, has directly supported the re-establishment and strengthening of the brand.

Shortlist

- AECOM
- British Gypsum
- Glass and Glazing Federation
- Kingspan Insulation UK (Wyatt International)
- Prater (CIB)

Judges Comment

“Different, clearly and expertly written. An excellent campaign, delivering high-grade quality articles and other on-target content via a quality App. Drill down and the better it gets. Outstanding content, producing outstanding results.”

Highly Commended: British Gypsum



British Gypsum's wanted to raise awareness of its Thistle Magnetic Plaster product amongst homeowners interested in renovations. They adopted a content marketing strategy, using one story as the basis for all content, to then disseminate across various communication channels. Recruiting five well known bloggers they tasked them to take on magnetic plaster room makeovers and to then document their experience on their blogs and social channels. The results generated from adopting a content marketing approach included five unique product reviews from key influencers in the home and renovation space, which was then used to generate case studies and collateral for the sales team. The content fell into four content marketing categories, including paid, owned, rented and earned. The makeovers also formed the basis for new web content for British Gypsum's website 'Rooms Made For You' in addition to fresh and engaging social content, resulting in increased engagement across British Gypsum's social channels.

“Clearly showed content marketing in their submission. A really well designed campaign that generated a lot of engagement”

Construction Marketing Awards

14. Best use of Content Marketing

See Further

In an increasingly interconnected world, we need to find ways of meeting growing demand and addressing a changing climate with finite resources. New thinking is needed now more than ever.

Drawing on expert opinion from across AECOM, our See Further thought leadership series explores innovative ways of tackling some of today's most complex problems.



Search the iOS or Google Play app store for 'See Further' to download our app and find out more.



15. Best Low Budget Campaign (<£25k)

Winner: Redland



The Redland Cambrian campaign “Cambrian gives you the edge” has delivered. Coming in well under the £25,000 threshold, the Redland marketing team have managed to create and deliver a promotion which has brought real tangible success against high-profile strategic growth ambitions. The voice of the customer was critical in the development of the campaign and the creative approach to meeting the needs of the wider Redland commercial team is clearly evident. The fully integrated campaign has put Redland’s premium product offer back into the spotlight and is set to meet challenging growth targets in 2016 and beyond. For creativity and return on investment, the Redland Cambrian campaign is hard to beat.

Shortlist

- Door-Stop (CIB)
- Gibbs & Dandy (WAA Chosen)
- IKO PLC (MRA Marketing)
- LABC Warranty
- Redland

Judges Comment

“The clarity of purpose and setting of clear, relevant, objectives stood out in this entry. The campaign materials and costs were carefully considered to hit the right audience with relevant messages to encourage specific behaviour. An excellent program that exceeded its targets and will have an impact for a long time to come. This is long term marketing on a tight budget. Precise, well ordered and managed. Outstanding!”

Highly Commended: Gibbs & Dandy (WAA Chosen)



Gibbs & Dandy set out to develop a new service to help grow sales with a key customer segment –self-build & local developers. Connected Build Services (CBS) allows customers to link the design phase of their project to the pricing and ordering of building materials - making the entire build process easier, quicker, cost-effective and compliant. The service, based on well-defined market research and targeted at specific customers’, ensures Gibbs & Dandy are influencing the project and build materials much earlier than is typical for a builders’ merchant. The CBS offer is the first of its kind from a builders’ merchant and has had very favourable reaction from customers and the industry. Results so far show 57 customers have ordered services, with £11.8m project spend identified and £420k sales already secured.

“This was a really well considered campaign starting with a proper understanding of the needs of the target audience and how to deliver value to them. This was a brave move for a builders merchant that definitely differentiates their offer vs the competition. The results vs the investment are impressive and tangible.”

Best Campaign Under £25,000 - CMA 2016

The Redland Cambrian campaign "Cambrian gives you the edge" has delivered. Coming in well under the £25,000 award threshold, the Redland marketing team have used the voice of the customer to deliver a promotion which has brought real tangible success against high-profile strategic ambitions.



A challenging business goal

2016 saw a major strategic focus on the Redland Cambrian Slate product to return sales to their 2007 peak and ensure the long-term future of the factory, and its loyal workforce. The aim for 2016 was for significant volume growth, followed by even higher growth in 2017. The business needed a marketing campaign to deliver specifier awareness and qualified sales leads.



Understanding the barriers to sale

Development of the campaign began with internal focus groups and customer research. A large number of key benefits were identified as being essential to be communicated. At the same time, the major sales barrier – shininess of the new unweathered roof – was identified. This had never been addressed in the 30-year Cambrian history and a solution to this was essential.



Delivering a compelling campaign

Through an integrated campaign - flip-book DM, eDM, website, social, video - a prize draw promotion was developed to incentivise a hand-delivered sample request. And an opportunity to sell. The new four-folding collateral is a brochure and sample in one, revealing key benefits on successive folds until the sample product itself is revealed – partly weathered of course.



Delivering positive results

Entry levels were high, technical enquiries have doubled, sales are on budget, the specification pipeline is strong and the sales team are clearly impressed:

"It's important that we're working together with marketing. This is a great promotion and the new sample packs make me proud to be selling Cambrian".

16. Best Mid-Range Budget Campaign (£25k – £50k)

myglazing.com

Winner: MyGlazing.com (Refresh PR)

The Glass and Glazing Federation sought to raise brand awareness among consumers/home-owners for MyGlazing.com, its new consumer advice website. Refresh's remit was to drive consumers to the website and position MyGlazing.com as the "go to place" for expert technical advice. The campaign's objectives were to engage and inspire, and attract far-reaching media coverage across many online and traditional platforms/channels.

Drawing on experience in the sector and desk and field research, the campaign centred around a national competition, Window with a View (WWAV). The competition was complemented by ongoing PR activity, delivering sustained brand awareness throughout the period. The campaign won widespread support from consumers/homeowners and tourist attractions alike. The WWAV web page alone received over 6,500 hits and 150 entries were made into the competition, followed by over 4,000 votes to decide the winner. 112 pieces of coverage were achieved, each including a MyGlazing.com brand mention, resulting in 27m opportunities-to-see across all media.

Shortlist

- Consumer Protection Association (Purplex Marketing)
- Heating Installer of the Year Awards (Refresh PR)
- Kingspan Insulation UK (Wyatt International)
- MyGlazing.com (Refresh PR)
- Sherwin Williams (Freshfield)

Judges Comment

“Supremely creative, a great campaign. A strong idea that gained great visibility and gave excellent opportunities to expand in successive years. All on a modest budget.”

Highly Commended:

Heating Installer of the Year Awards (Refresh PR)

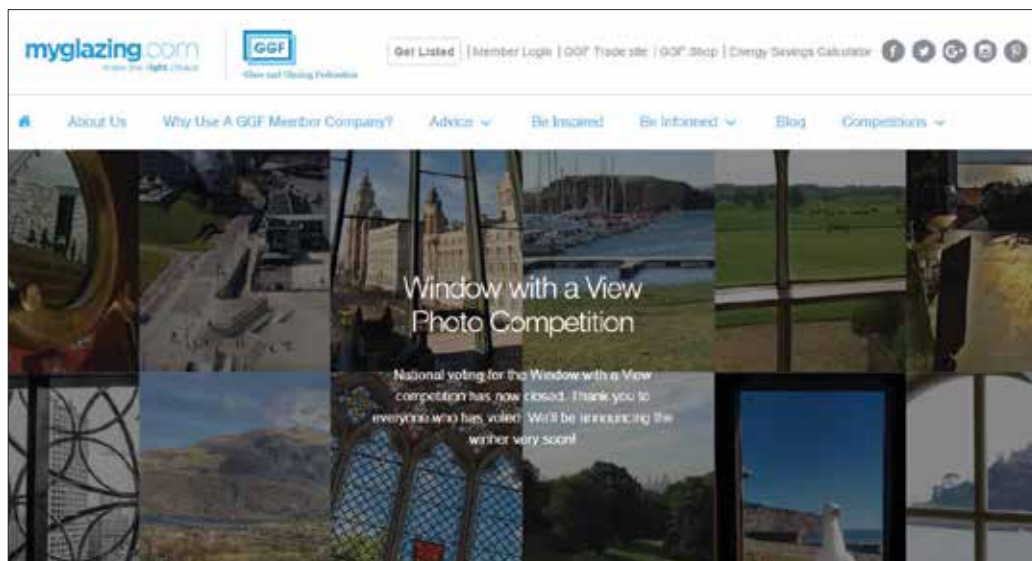
HEATING
INSTALLER
OF THE YEAR | AWARDS
2016

The Heating Installer of the Year Awards (HIOTYA), a first-of-its-kind for the industry, was created to celebrate plumbers and heating installers – regionally and nationally - that deliver exceptional customer service on a daily basis. The campaign, developed by Refresh PR for Continental Underfloor, sought to raise brand awareness, engage directly with installers to reinforce relationships/establish new ones, support the installers' businesses and create useful long-term partnerships for Continental. 100 entries were received and Continental was mentioned 74 times across 90 pieces of press coverage. This achieved a 15% increase in business enquiries, which resulted in a 16% increase in revenue growth for YE April 2016.

“A high-impact campaign directly relevant to the target audience. Perfect response to the brief. Excellent metrics for success which were comfortably over achieved. Great campaign!”



Entries from leading UK landmarks & visitor attractions



More than 51,000 website visits



112 pieces of press coverage, 27 million opportunities-to-see



Integrated Communications Campaign



More than 4,000 votes cast

17. Best Big Budget Campaign (£50k+)



Winner: Marshalls (gyro Manchester)

Landscape architects are a hugely influential audience for Marshalls commercial sales. Marshalls offers the industry's broadest range of innovative, high-quality paving products, but over time, they have built such a dominant position in 'standard' concrete paving. Research showed that 71% of architects default to them for 'utilitarian' projects and discount them for use in contemporary designs. As such, Marshalls are seen as the 'Hoover' of generic grey paving - safe, functional: dull. Marshalls asked gyro to help them to reposition them for this important specification audience and incite reappraisal of the brand. The multi-channel campaign succeeded in engaging this hard-to reach audience with innovative tactics that included Out of Home advertising, press, DM and online as well as cardboard VR headsets. With over 17,000 requests for headsets online and a CTR that exceeded KPIs, the campaign has delivered tangible success for Marshalls.

Shortlist

- Brisant Secure (MRA Marketing)
- Celotex
- Henry Riley LLP
- Marshalls (gyro Manchester)
- Schueco
(Acummen Marketing Communications)
- Tarmac Cement

Judges Comment

“The creative was very strong and the use of A.R. made it stand out.”

Highly Commended: Tarmac Cement



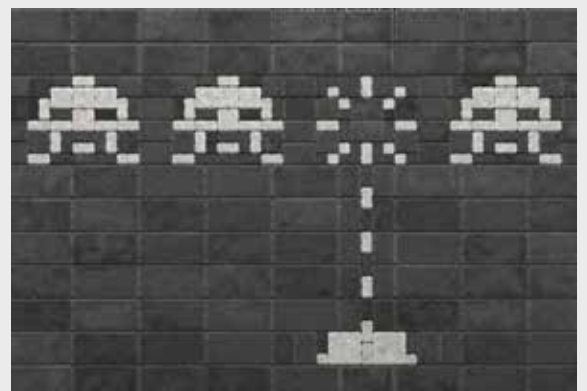
Over the past four years the company has gone through a number of structural, ownership and brand changes. As more packed products competitors are entering the market Tarmac Cement wanted to retain its market share and be seen as the market leading brand to Merchants, Retailers and end users. Tarmac Cement set very challenging targets for the 2016 sales budget and needed to drive strong brand reinforcement messaging to their customers and end users. A national marketing communications campaign was developed to help support these business and marketing objectives. Tarmac Cement developed a brand support campaign based on researched loyalty to the Blue Circle brand. The campaign was called 'Bags of Trust' and was produced to connect with their targets through a variety of touchpoints. The result of this focused approach has shown that ...not only have Tarmac Cement retained most of their customer base they have achieved extra revenue through the campaign exposure of their value added products.

“A creative concept done very well; a strong rounded campaign using research and customer insight. Great background work, thorough process and development, great execution.”

CATEGORY 17:
BEST BIG BUDGET
(OVER 50K) CAMPAIGN

MARSHALLS
PAVING CAMPAIGN:
A NEW PERSPECTIVE
ON PAVING.

A multi-channel campaign to change perceptions of Marshalls amongst architects and designers. The campaign used an innovative mix of media including OOH, press, digital and DM to engage this important specification audience and used cardboard VR headsets to allow architects to explore Marshalls' product range. The 'request a headset' form had to be closed down after receiving over 17,000 requests in one month.



"Whilst it is early days for this campaign, results to date have exceeded all of our forecasts. The combination of a great idea that integrates so beautifully on- and offline, with an innovative approach to targeting a hard-to-reach audience is in itself the sort of thinking that will change perceptions of Marshalls."

Andrew Stalker,
Head of Commercial Marketing.



18. PR Agency of the Year

Winner: Holistic



Holistic's vision is to be the most sought after communications consultancy for the built environment. With a strategic, creative and passionate approach they help clients build their businesses, grow their reputations and have a share of voice in a crowded market. As a result, they have a high client retention rate. They apply what they call magic to generate ideas and every client benefits from a magic session at least once a year, regardless of the fee they pay.

To stay up-to-date and knowledgeable about the industry Holistic network a lot. This helps them to be able to give the right advice and spot opportunities. They are members of the BPF, CoreNet, the London Chamber and yes you'll always see them at MIPIM with their survival tins! Their approach is centred on their clients and their clients' success – as that is what makes Holistic successful too.

Shortlist

- CIB
- Holistic
- Refresh PR
- Ridgemount PR
- Tangerine

Judges Comment

“Originality and creativity comes through in how they work as well as what they deliver, acting strategically on behalf of clients. They combine their own ‘magic’ with process, very professional but with genuine humour.”

Highly Commended: Tangerine



Tangerine has made audience and market insights an indispensable part of the communications strategies it has developed for construction clients, to ensure its creative campaigns resonate with the people that matter.

Tangerine has also further evolved its offer in 2016 establishing a creative content team to provide services, including audio-visual and design that bring communications to life in new ways for a new generation of digital native construction professionals.

This intelligent, integrated approach to built environment communications hasn't gone unnoticed. As such, the consultancy has grown its portfolio of construction clients in the past 12 months. Tangerine has achieved 100% client retention in 2016 and 35% YOY growth in revenue from built environment clients.

“Some really creative campaigns from Tangerine. A very creative approach to PR has delivered Tangerine very high levels of customer satisfaction and loyalty.”

holistic

growing
reputations

CMA AWARDS

PR AGENCY OF THE YEAR

Logic

Problem-solvers, advisory, expert and flexible

Magic

Visionary, inspiring,
creative and intuitive

Spirit

Inclusive, positive,
fun, collaborative,
supportive and
ambitious

Hello, we're Holistic.

We are strategic, creative and
passionate about what we do.
Our approach is wholly centred on
our clients and their success.



We are currently the CIPR's
Outstanding Small
Consultancy

"Holistic has done an excellent job in supporting us on drafting content, attending events, seeking speaking opportunities and achieving press coverage across our target media. They are well-connected in the industry and use their knowledge to leverage our position."

Russell Pedley, Director, Assael

WHAT OUR

CLIENTS SAY

"I have been pleased to see how you are working with the team. A concern with using external PR companies in the past has been that I have had to spoon-feed them information. I'm delighted to see that you're on top of this and are immersed in Hilson Moran's team."

Emilie Lemons, Marketing
Manager, Hilson Moran

19. Agency of the Year



Winner: CFA Marketing

CFA pride themselves on their high levels of customer loyalty, client retention and development, their creative flair and ability to deliver ROI. Over the past 12 months, CFA has focussed on driving efficiencies throughout their business, developing core services and growing their international client base. This has seen an increase in fee billing by 30%, seen them secure 8 new clients and deliver projects across 6 continents. They have retained over 90% of their fee paying clients and expanded their CFA team by 10%.

Shortlist

- CFA Marketing
- gyro Manchester
- MRA Marketing
- Purplex Marketing
- Ridgemount PR

Judges Comment

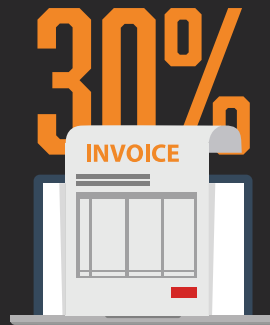
“This is an agency at the top of their game. A new reporting system has enabled the agency to drive margins and tailor fees based on information. The focus on clients is demonstrable and the added-value, account management and results driven activity have paid dividends for clients and agency alike in terms of billings and client retention. CFA clearly demonstrated how they are adapting the business for future growth.”

Construction Marketing Awards 2016

AGENCY OF THE YEAR



We
celebrated
30 years of
trading



Fee billing
increased
by **30%**



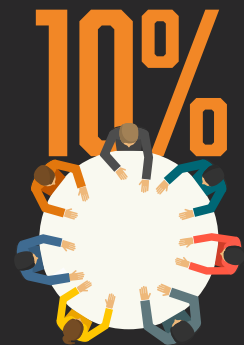
8
major clients
secured



We have
delivered in
country projects
across **6**
continents



We continue
to retain over
90% of
fee paying
clients



We
expanded
our team
by **10%**

20. Emerging Talent – Young Marketer of the Year



Winner: Luisa Lagerwall Overbury and Morgan Lovell

Luisa Lagerwall joined Overbury and Morgan Lovell in March 2015 and quickly established a new role and a new strategy for the two brands, co-ordinating PR communication for eight nationwide business divisions. Her back-to-basics strategy involved engaging journalists through thought-leadership pieces and case studies in order to achieve consistent, positive press coverage and focusing on trade and B2B media to raise corporate profile.

She has delivered multiple high-profile campaigns in national, industry and local press. One of her most innovative campaigns used 'One-Pulse' to create a quick survey direct to people's mobiles during the heat-wave in July 2016. The increased press coverage succeeded in the ultimate business aim of raising brand awareness with unprompted brand recognition, now at 81% (up from 60% in 2015).



Shortlist

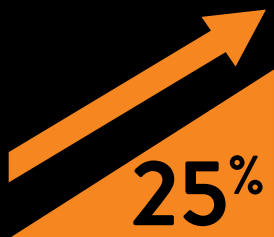
- Dan Steed – Celotex
- Emily Farquharson-Smith – AECOM
- Luisa Lagerwall – Overbury and Morgan Lovell

Judges Comment

“Luisa has established herself as a valued member of the team in a very short time. She has managed this through face to face meetings throughout the company at every level. This has enabled her to know the business challenges and priorities, so to identify, understand and tell the key stories that make the business tick.”

“As a young woman, trying to carve out a PR strategy in a traditional construction business, Luisa has always had her work cut out. But within months of joining, Luisa has managed to engage our employees, senior management and ultimately the press, with her energetic attitude and innovative approach. The results have been incredible, Luisa has shown that construction can really fill column inches.”

Paul Kelly, Head of Marketing



PRESS CUTTINGS

PR strategy has generated 25% more cuttings in 2016 compared with 2015.



ROI

Re-thinking the agency approach has driven up ROI linked to AVE.



MONTHLY AVE

Coverage is now achieved in better quality publications with greater readership.



BRAND RECOGNITION

Luisa's innovative ideas and robust PR strategy has helped to increase unprompted brand recognition for both brands.

“Great work Luisa. You're my favourite PR and comms manager, thanks and let's do more...”
Colin Allan, Managing Director,
Morgan Lovell

“Congratulations Luisa – I've just seen the press release in the Birmingham Post, we got a whole page and it really does read well. Well done.”
Danny Parmar, Account Manager,
Overbury

LUISA LAGERWALL
PR & COMMUNICATIONS MANAGER
YOUNG MARKETER OF THE YEAR

20. Emerging Talent – Young Marketer of the Year

Highly Commended:

Emily Farquharson-Smith, AECOM



Emily Farquharson-Smith is AECOM's Marketing Manager for the Water sector across EMIA. Having been promoted to this position following achievement of her Professional Certificate in Marketing with the Chartered Institute of Marketing (CIM), she has gone from strength to strength. She delivered AECOM's first integrated thought leadership campaign which helped grow the Water sector revenue in 2016 by 150%. Her campaign approach was then rolled out across EMIA and presented as best practice. Emily is AECOM 'Special Reward Scheme' winner, nominated by both her Managing Director and peers.



“Emily showed achieved through a period of significant change at AECOM. She showed customer focus and innovation. Judges' particularly liked the use of social media internally as a communications tool for the internal promotion of the campaign.”

Highly Commended:

Dan Steed, Celotex



Dan has only been in the construction industry for 2 years yet his industry knowledge is exceptional. He understands both product and audience; taking the time to understand the 'why'. Dan's quest for knowledge and attitude towards marketing communication delivery has shaped him as a technically competent member of the marketing department. His consistent high performance has resulted in rapid growth for Celotex's digital marketing and social activity.



“Dan has made an impact within a relatively short period and has transformed Celotex's digital and social footprint. He's built trust within the organisation amongst colleagues and senior management and demonstrated the value of social media within the organisation through results driven activities. An energy and passion for his work come through clearly along with innovation.”

Build your marketing skills

We are pleased to announce the launch of a new professional marketing programme, specifically designed to meet the needs of the construction industry.

The programme allows you to assess your marketing knowledge levels, undertake a programme of learning to improve your marketing skills and achieve a professional qualification. Throughout, you will be mentored by an industry expert and invited to construction industry events, giving you access to a wide community to advance your network.

To achieve a professional marketing qualification and make a positive impact on your business, visit cimacademy.co.uk

21. Marketing Team of the Year

Winner:

Overbury and Morgan Lovell



When Morgan Sindall's Fit Out businesses, Overbury and Morgan Lovell, came under new leadership, the marketing team was identified as a strategically important function to the growth targets of the business, whilst supporting the company strategy. They were tasked with raising brand awareness, increasing market share and boosting Fit Out profits. Yet this had to be done with a 20% budget reduction.

A team of eight, including new recruits, was formed, taking a cohesive approach to communications and establishing themselves across eight nationwide business divisions, as experts and fundamental to business growth. Results saw 2000 leads generated by marketing; unprompted brand recognition up to 81% from 60% and market-share increase by 22% since 2013/14. As a result, Fit Out has exceeded growth targets: profits up 60% at end of 2015 and 2016 half-year results show profit growth of 11%.

Shortlist

- Arcadis
- Kier Group
- LABC Warranty
- Overbury and Morgan Lovell

Judges Comment

“The emphasis on team culture, individual responsibility and collaboration sets them apart. An excellent submission, especially when considering 5 of the team are new! Refreshing!”

MARKETING TEAM OF THE YEAR 2016

In a little over a year, our newly formed team have established themselves in the business whilst developing marketing strategies that have generated leads, boosted brand awareness and increased profits. This is our story...

“The marketing team is a great success story for the Overbury and Morgan Lovell brands. In a relatively short amount of time they have got to know our business and our customers and have succeeded in delivering an exceptional strategy, that has been instrumental in the growth and success of the last year.”
Chris Booth, MD

8 PEOPLE • 6 SPECIALISMS • 1 TEAM • A NEW COMPANY VISION

OBJECTIVES

RAISE BRAND AWARENESS

INCREASE MARKET-SHARE

BOOST PROFITS

REDUCE MARKETING SPEND



BRAND

- REBRANDED TWO COMPANIES
- ESTABLISHED BRAND GUIDELINES AND TOV
- REBRANDED 400+ ITEMS
- SAVED £45K



CRM

- DESIGN AND LAUNCHED NEW CRM
- 1.2M DATA ASSETS CLEANSED
- 200+ CRM USERS TRAINED
- DELIVERED ON TIME & UNDER BUDGET



DIGITAL

- TWO NEW WEBSITES
- WEBSITE TRAFFIC UP; 16% OVERBURY AND 21% MORGAN LOVELL
- NEW INTERACTIVE TOOLS



EVENTS

- 22 EVENTS PER YEAR
- EVENTS ARE TOP REASON FOR CHOOSING MORGAN LOVELL
- WON BUSINESS DIRECTLY FROM EVENTS



PR

- NEW NATIONWIDE PR STRATEGY
- CUTTINGS INCREASED 25% 2015 TO 2016
- 46% AVE MONTHLY INCREASE



TEAM

- AUTONOMY, MASTERY AND RECOGNITION
- DEDICATED INNOVATION AND TRAINING BUDGET
- MANTRA – DO THE RIGHT THING

THE RESULTS

35%

INCREASE IN
BRAND
RECOGNITION

21%

INCREASE
IN MARKET
SHARE

60%

INCREASE
IN PROFIT
(2015)

11%

INCREASE IN
PROFIT (2016
HALF YEAR)



If you've got big bold goals,
we've got big bright ideas

^
25 YEARS OF

Call Lucia Di Stazio on 01453 521 621

lucia@mra-marketing.com

www.mra-marketing.com

 @MRAMarketing



Winners 11 times
Finalists 18 times
2002 – 2015

4 years in Top 3 CMA Agency League