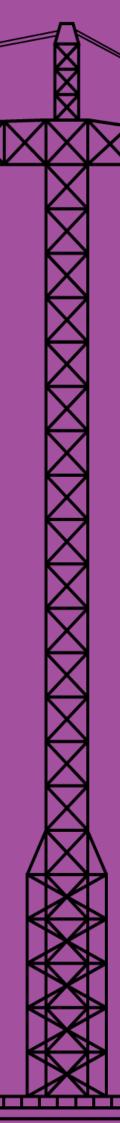
# RECOGNISING MARKETING EXCELLENCE THE BUILT ENVIRONMENT





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Contact us now to take a free trial to see how we can help you to grow your business Call 0800 373 771 or visit www.glenigan.com/CMA2015 The prestigious Construction Marketing Awards are very highly regarded as a showcase of excellence in construction marketing and business development.

Now in its 15th 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 outstanding, 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.



Each year I am amazed by the increase in both quantity and quality of the entries in these awards. 2015 is no exception! We crossed some milestones this year: well over 200 entries in our biggest list of categories – all of which attracted good numbers of contenders.

Although the recovery of the industry is well underway, the challenges to hit objectives are just as hard as they were a few years ago. The need to be targeted, smart, innovative and efficient in the marketing process has not changed. The entries in this year's CMA's certainly proves that many marketers in the industry get this.

This made judging difficult of course. Fortunately we had enlisted the help of a larger judging panel, but we still had

many long discussions. I believe we've produced a great set of winners who have demonstrated that clear objective setting, diligent planning and relevant execution delivers results. All of you shortlisted should be proud to be part of this showcase.

CIMCIG is proud to support these Awards and delighted to present this summary of the winning entries. Collected together, these represent the very best marketing within the construction industry and demonstrate the skills and enthusiasm of the people who put them together.

#### Ian Exall (Chair of judges) - CIMCIG Chair

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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.



Graham Anderson -Director, Anderson Business Media Limited



Andy Cassie -Managing Director, **CIB** Communications



Mike Conway - Director, Camarque



lan Exall (Chair of judges) -CIMCIG chair



Jane Gleave -Head of **Customer Engagement** CITB



Jim Harris - Director Harris Associates



Anna Hern - Director, **Ridgemount PR** 



Deborah Rowe - Consultant, Sheba Marketing; CIMCIG committee



Kevin Williams -Commercial Director Aliaxis



lain Lovatt - Director, Blue Sheep



Joanne Stark -Head of Marketing, SIG



Rick Osman - CEO, Highwire Design; CIMCIG committee



Ross Sturley - Principal, Chart Lane; CIMCIG committee



Justin Ratciffe - Chief Executive, Council for Aluminium in Building



Jonathan Stock -**Director RIBA Services RIBA** Journal





Jason Woodford - Director, Sitevisability



Mike Rigby – Managing

Director, MRA Marketing

Richard Watkins - Director, **Primary Contact** 



### It's never too early to think about the **Construction Marketing Awards 2016!**

Entries open: Monday 11th April 2016 Entries close: Friday 23rd September 2016

Gala dinner: Thursday 1st December 2016

#### www.cmawards.co.uk

Want to be a sponsor or supporter? Contact us on 07774 980950

### Congratulations to all those shortlisted

### **Shortlisted Entrants**

#### Strategic Planning & Management Armstrong Ceilings (TLC PR)

Deceuninck (MRA Marketing) NHBC

#### Best Product Launch

IMI Hydronic Engineering (SLG Marketing) Legrand (Wyatt International) Nuaire Ltd (Lesniak Swann) S Lucas Limited (Built for Marketing)

#### **Best use of Press & Public Relations**

City Legacy Homes (Perceptive Communicators) Coillte Panel Products (CIB) Dekko Window Systems (Purplex Marketing) Hitachi Power Tools (Aria Public Relations) Jack Aluminium Systems (Balls2 Marketing)

#### **Best use of Website**

British Gypsum (3seven9) Catnic (Bluegg) EH Smith Eurocell (Facta) Hamworthy Heating

#### **Best Digital Campaign**

British Gypsum (3seven9) Reynaers (Wyatt International) voestalpine Metsec (CIB) Zumtobel (CIB)

#### **Best Social Media Campaign**

Bechtel (Iceni) British Gypsum #BG Shout Out (Tangerine) British Gypsum Unfinish Tested (Wyatt International) Kier Group Oktra (Holistic)

#### Best use of Events & Live Marketing

NHBC Parkeray Reynaers

#### Best use of Direct Marketing

NHBC Reynaers (Wyatt International) Safesite (CIB) Shanco Contracts (Construction Marketing Experts)

#### **Best use of Advertising**

Alumasc Rainwater (MRA Marketing) The Brick Development Association (Realia Marketing) Certsure (RBH) CCF Reynaers (Wyatt International)

#### **Best Branding & Positioning**

The Brick Development Association (Realia Marketing) Certsure (RBH) Nautilus (Harris Associates) RIW (CIB)

#### **Best Professional Services Marketing Campaign** Bechtel (Iceni) Indigo Planning (Holistic)

#### Best use of Research & Insight

British Gypsum (Wyatt International) Graham Plumbers' Merchant Reynaers

#### Best use of Content Marketing

British Gypsum (3seven9) Kier Group LABC Warranty Monier Redland (Ridgemount PR and TGV) NHBC SIG Design and Technology (Just Practising)

#### Best Low Budget Campaign (<£25k)

CRASH (CFA) Hitachi Power Tools (Aria Public Relations) Jack Aluminium Systems (Balls2Marketing) LABC Warranty Shanco Contracts (Construction Marketing Experts) The Window Outlet (Purplex Marketing)

#### Best Mid-Range Budget Campaign (£25k-£50k)

Certsure (RBH) Contour Casings (SiteVisibility) Gibbs & Dandy Polypipe Terrain (SLG Marketing) The Sherwin-Williams Company

#### Best Big Budget Campaign (£50k+)

CCF Deceuninck (MRA Marketing) Howarth Timber (Harris Associates) Jewson (Tangerine) Knauf Insulation (CIB)

#### PR Agency of the Year

CIB CFA Marketing Perceptive Communicators Ridegmount PR Tangerine

#### Agency of the Year

CIB Purplex Marketing Ridegmount PR SLG Marketing

#### **Emerging Talent - Young Marketer of the Year**

Rebecca Galyer – Howarth Timber Mitch Hyde – Ridgemount PR Sarah King – Certsure

#### Marketing Team of the Year Celotex

Certsure Polypipe Building Products Reynaers

### **CIMCIG Special Award**

### Andy Cassie -CIB



Andy Cassie has worked in the construction sector since the early 1980's first as part of the RIBA Enterprises team, then setting up CIB Communications in 1984 with friend and RIBA colleague John Woodberry. They started in a portakabin behind a pub in Hampton Court, but have moved on to be one of the UK's most respected communications agencies specialising in the built environment sector. He has been a big supporter of the construction marketing community, regularly speaking at CIMCIG events over the years, and has consistently supported the Construction Marketing Awards for all fifteen years of their life, seeing them as a way of championing excellence in the same way that CIMCIG do.

He is described by his colleagues, competitors, and fellow CMA judges in warm terms, as "a fixture of the construction marketing community". They readily acknowledge that Andy has often set the standards for the sector, and that his knowledge, commitment and enthusiasm have helped not just his clients, but the whole community make better progress. As a CMA judge, he is described as "incredibly passionate about the judging process and a calm yet incisive judge".

CIMCIG Chair Ian Exall said: "Andy has been vocal about the way construction marketing has worked and evolved over the years. He has also supported us and the things we do way above and beyond what I would consider normal". One of his competitors said: "He sets high standards, has integrity and I respect him and what he has created". A CMA judging colleague said: "He's certainly a character!"

He certainly is. Andy will retire during 2016. While he may well still be seen around the construction marketing scene, it is clear that the lion's share of his good work has been done, and so the CMA Judges felt it right to commemorate his contribution with this Special Award, only the third presented in our fifteen year history.

### Strategic Planning & Management

### Shortlist

- Armstrong Ceilings (TLC PR)
- Deceuninck (MRA Marketing)
- NHBC

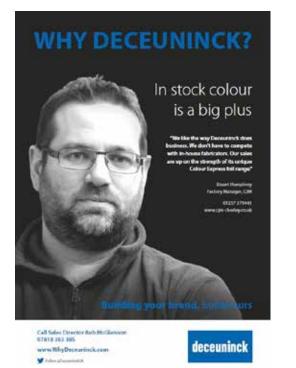
## deceuninck

### Winner

#### Deceuninck (MRA Marketing)

Deceuninck is one of the world's leading PVC-U systems, yet after 30 years of disappointing performance in the UK it planned to shut UK manufacturing. Deceuninck gave one last chance to new MD Roy Frost to double share. Rob oversaw a fully integrated strategic campaign that one year on provided progress so strong that Deceuninck's CEO announced it was going for the top three in the UK, highlighting the UK as a star in 2015's first half report. Deceuninck rewarded its UK sales and share growth with a £2m investment in new products, a new warehouse and a new target: get to No.1!





Judges Comment - "Well thought through strategy a well-constructed plan and aggressively executed, a good entry with great results!"



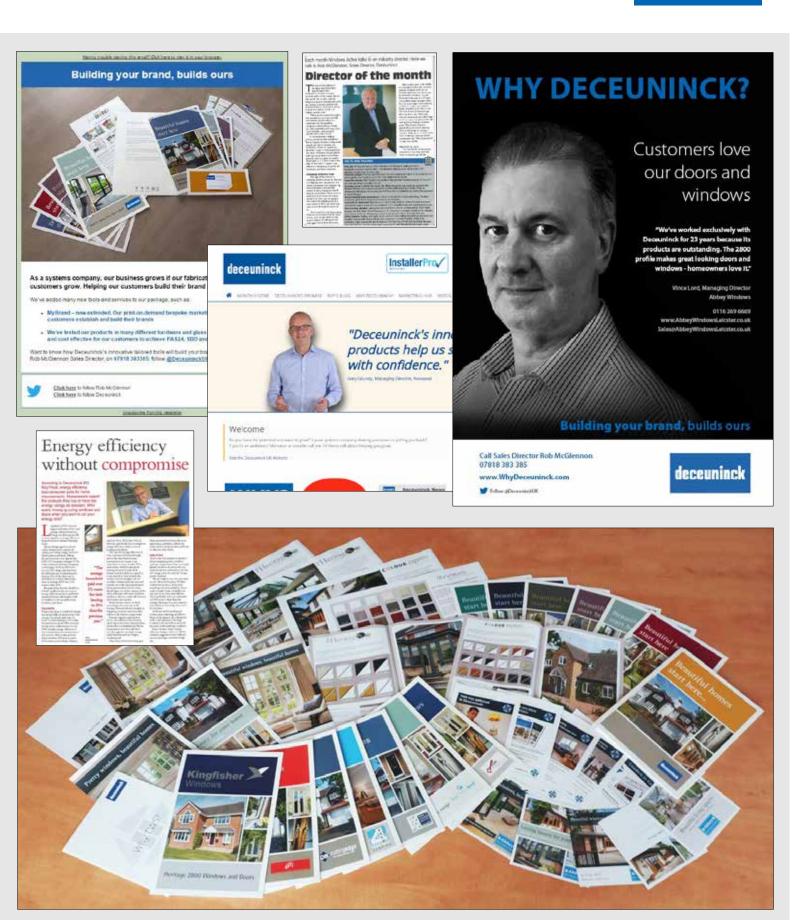
### Category

### 1 - Strategic planning and management

### Why Deceuninck?







### **Best Product Launch**

### Shortlist

- IMI Hydronic Engineering (SLG Marketing)
- Legrand (Wyatt International)
- Nuaire Ltd (Lesniak Swann)
- S Lucas Limited (Built for Marketing)

#### Lucas ProTools (Built for Marketing Limited)

The ProFinish paintbrush is the first in a range of Lucas ProTools products designed for use with water based paints in high-end commercial and residential interiors.

The Lucas ProTools Launch held at The McLaren Technology Centre, hosted an audience of Interior designers, best in class painters and decorators as well as those involved in the development and testing of the product.





Judges Comment -

"Good research and collaboration at the development stages ensured the product met market demand. This is a textbook example of a well-executed launch event that gained good results."

Congratulations to the CMA on its 15th

from a very youthful thirty year old

Many a good tune

played on

an old fiddle



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### Best use of Press & Public Relations

#### Shortlist

- City Legacy Homes (Perceptive Communicators)
- Coillte Panel Products (CIB)
- Dekko Window Systems (Purplex Marketing)
- Hitachi Power Tools (Aria Public Relations)
- Jack Aluminium Systems (Balls2 Marketing)



CITY LEGACY A HOMES

#### City Legacy Homes (Perceptive Communicators)

Following the Glasgow 2014 Commonwealth Games the athletes' village was transformed into 300 private and 400 socially-rented homes. Perceptive Communicators worked hard to raise awareness of the development, challenge negative perceptions of the area and drive unprecedented house sales. Their coverage included over a thousand pieces of positive media coverage, social media, weekly blog posts and VIP visits, including the Prime Minister and First Minister. Sell-out of homes is expected by December 2015, two years early!

Judges Comment - "A well thought through campaign that produced a great return in terms of reach, with the key objective beaten by a factor of three."



### **Proud supporters of**



### Better Communication. Better Results.

### Perceptive Communicators

### **Construction Marketing Awards 2015** Best use of Press & Public Relations City Legacy - The Athletes' Village

During the Glasgow 2014 Commonwealth Games, The Village housed 6,500 athletes before transforming into a new community of 300 private and 400 socially-rented homes. We raised awareness of the development, challenged negative perceptions of the area and drove unprecedented house sales.

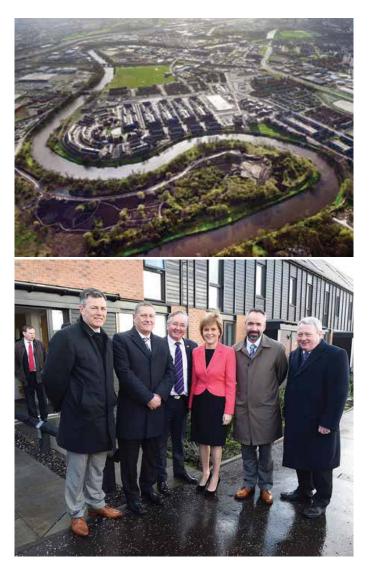
#### **Deliverables**

- Set up a website allowing people to register their interest. From PR activity alone over 2,000 names were captured before sales process began.
- Target was 90 homes sold by December 2015 current sales are 280 (Sept 15). Sellout expected by December 2015, two years early.
- **Over a thousand** pieces of positive media coverage since 2009.
- 21 national awards, including RICS and RIAS awards.
- Set up social media and provided weekly blog posts.
- Organised 12 VIP visits, including Prime Minister and First Minister.

"Perceptive Communicators has worked on the Athletes' Village development since 2009 and their involvement has played a major role in the huge success of the project. They really deliver the most phenomenal results. It's no mean feat for an agency to be retained year after year on such a large project and this talented and creative agency are consistently at the top of their game."

Joanne Casey, Director, City Legacy Consortium

Event Organisation



#### Discover more E. julie.moulsdale@perceptivecommunicators.co.uk M. 07734 932578 www.perceptivecommunicators.co.uk

ocial Media

Activity

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Our tailored solutions



### Best use of Website



### Heating at work.

### Shortlist

- British Gypsum (3seven9)
- Catnic (Bluegg)
- EH Smith
- Eurocell (Facta)
- Hamworthy Heating



#### Hamworthy Heating

Delivered by a hard-working team of 3, in less than 9 months this entry shows how relentlessly focusing on what customers need, executed via a robust SEO and content plan delivers results. Visitor numbers increased by 148% and enquiries by a whopping 766%! Judges Comment - "A really "honest" site with bags of user input at the design stage. Wide range of research methods used to get the best outcome. Very cost effective and delivered well under budget with a very quick ROI. Staff and customer testimonials confirm that the end result is exactly what was intended at the outset. Solid work based on research and definition delivered results."

### Highly Commended



### British Gypsum (3seven9)

British Gypsum, market leaders in plastering solutions wanted to educate their employees on an important business strategy. They engaged 3seven9 to design, develop and deploy a bespoke website. The website was the interactive delivery method for the training materials related to the business strategy; with gamification features, rich-media integration, highly creative animated scenes with interactive elements, a multiple-choice quiz with a complex scoring algorithm based on interactions and social sharing. The campaign was a huge success, increasing engagement with the strategy from <10% to an average daily engagement ratio of 64% at significantly less cost than an offline training programme.

### Judges Comment - "A

very innovative approach to strategic alignment using technology, interaction and collaboration. Very targeted and specific in terms of the goals of the programme in which the website played a central, and critical, part. Measured results were impressive. An excellent innovative use of a website."

### Best Use of Website – Hamworthy Heating



🚽 There's more to come... We've built a 3 year website development plan, led by customer insight. F

### **Best Digital Campaign**



### Winner

### Judges Comment -

"Excellent use of video, social media and digital to put the focus clearly on Metsec."

### Shortlist

- British Gypsum (3seven9)
- Reynaers (Wyatt International)
- voestalpine Metsec (CIB)
- Zumtobel (CIB)

#### voestalpine Metsec (CIB)

CIB delivered Metsec's first video case study, based on a Skanska project, for which the manufacturer delivered structural design support and created a 3D model of the infill walling solution. Targeting structural design engineers and architects, the video was disseminated through Metsec's website, social media and online advertisements. The video received over 2,000 views in the first fortnight!

# LET'S TALK MARKETING.



Watch Andrew Scott's latest video, the Marketing Wave. Visit www.youtube.com/purplexmarketing

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grow@purplexmarketing.com | www.purplexmarketing.com

Using different agencies for PR, digital marketing or graphic design is no longer effective.

The lines are blurring. PR needs to be shared on social channels, distributed online to improve SEO and integrated as part of a wider content marketing plan.

Purplex has a team of over 40 experts with specialists in PR, design and branding, web development, online marketing, social media and video production; all working seamlessly together to deliver multi-channel solutions that drive brand awareness, audience engagement and business growth.



power your marketing



In February 2015, CIB delivered Metsec's first ever video case study - "66 Queen Square" – which was based on Skanska UK's project in Bristol, for which the manufacturer delivered structural design support to Skanska UK and created a 3D model of the infill walling solution.

The results were truly breathtaking for a project of this nature, with the video receiving over 2,000 views in the first fortnight, utilising our knowledge of the digital platforms available to it, within construction media.

In terms of direct impact, the client received a call on day 2 of the campaign from a contractor wishing to switch suppliers to appoint Metsec as its framing supplier

#### **Results:**

#### Duration - 1 month:

The video had reached a total of **2,389** users across all platforms: Facebook, Twitter, LinkedIn, YouTube, www.metsec.com

1,798 views were achieved on voestalpine Metsec plc's website

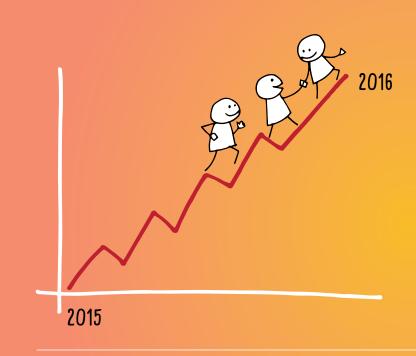
876 views were generated through Twitter.

Organic Facebook activity generated 294 views

Views via Construction Enquirer: 327



### Category: Description: Client: Agency: Description: Client: Metsec Campaign "66 Queens Square"



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ติขาย

construction marketing AWARDS 2015



INTEGRATED

PR & MEDIA

DIGITAL

### Best Social Media Campaign



### Shortlist

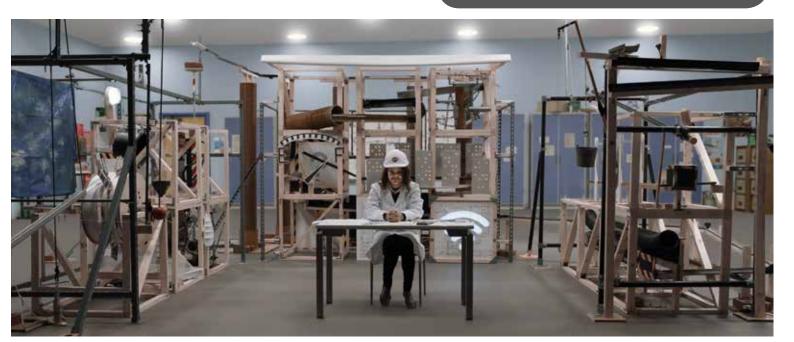
- Bechtel (Iceni)
- British Gypsum #BG Shout Out (Tangerine)
- British Gypsum Unfinish Tested (Wyatt International)
- Kier Group
- Oktra (Holistic)

### Winner

#### Bechtel (Iceni)

Construction and engineering firm Bechtel and digital company Iceni collaborated with a BAFTAnominated director, university students and industry peers to create a viral video. Designed to inspire young people into construction/ engineering careers, The Engineering Machine social media campaign was a response to Bechtel's business objective of helping address the STEM skills gap.

Using film and animation techniques believed to be a first for the industry the video was viewed almost 40,000 times during the month-long campaign. This exceeded the objective by almost 100%. Post campaign, the video endures. It is being used long term as an educational tool to engage with young people at industry events. Judges Comment - "A great program with hard to achieve objectives and limited budget. A unique style of working and thinking has resulted in a very memorable and entertaining outcome. It is great to see the industry being promoted in such a way. A lovely creative treatment, that achieves excellent reach of the key audience."

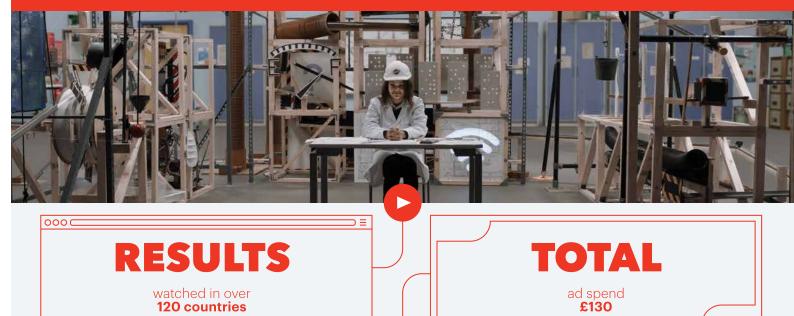


### **CONSTRUCTION MARKETING AWARDS 2015 BEST SOCIAL MEDIA CAMPAIGN**



A project to contribute to UK industry efforts to encourage young people into construction and engineering careers.

The project also aimed to raise awareness of Bechtel in a social media arena where a direct sales message wouldn't be shared.



### **SHARED BY**

FIRST NEWS, Women's Engineering Society, Chicks with Bricks, Institution of Civil Engineering, The American Society of Civil Engineers, Engineers Australia, and the Association of Consulting Engineering Companies Canada, Engineers Ireland and many more!

### ENDORSED BY

at least **14 educational institutions** including the Department for Education, Putney High School and Haringey Sixth Form Centre, Purdue University in the US and several STEM organisations including the National STEM Centre and STEMNET, the National Science Foundation US.

### COMMENTS

"I will share it with my schools and at the school careers evening that I support via the IET." **David Whale** via **Twitter** 

"Inspire a future engineer during #eWeek2015 with this playful video." **American Society of Civil Engineers** via **facebook**  "Brilliant video for showing pupils what engineering covers, and not a hammer in sight!" **EDT Scotland** via **Twitter** 

### **BEHIND THE SCENES**



www.bechtel.com

### Best use of Events & Live Marketing

### PARKERAY

### Shortlist

- NHBC
- Parkeray
- Reynaers

### Winner

#### Parkeray

Parkeray is a main contractor specialising in the fit out and refurbishment of office and commercial premises within London and the Home Counties. By hosting Respect Coffee Morning events across their construction projects and headquarters in London they were able to reintroduce the value of respect to their business and service delivery. This campaign reinforced Parkeray's commitment to its workforce and the wider community and was supported by the Considerate Constructors Scheme. As an integrated marketing campaign, it utilised a number of communication platforms resulting in increased engagement with their brand and the successful promotion of Parkeray's culture.







Judges Comment -

"Parkeray has identified and communicated a message that is key to relationship building in the industry. Nice effort for an organisation that's trying to involve everybody in its supply chain with its brand and very cost effective too!"



### Best Use of Event & Live Marketing

### PARKERAY



### Best use of Direct Marketing



### Shortlist

- NHBC
- Reynaers (Wyatt International)
- Safesite (CIB)
- Shanco Contracts (Construction Marketing Experts)

#### Reynaers (Wyatt International)

Reynaers is a global name in aluminium door, window and curtain walling systems. Wyatt was given two distinct objectives, both with a UK focus. The first was to raise brand awareness for Reynaers' commercial division. The other was to generate enquiries and sales leads in the self-build market. The approach involved supporting traditional advertising with a brand-led, content driven strategy using multiple channels – traditional press, social, and direct marketing. Key performance indicators were set, and each of these was achieved – and more.

### Winner

Judges Comment - "A nicely integrated EDM with social media, well scoped and researched, a sound, well-structured integrated campaign. Good creative, great engagement and strong results."

### Highly Commended

#### Shanco Contracts Ltd (Construction Marketing Experts)

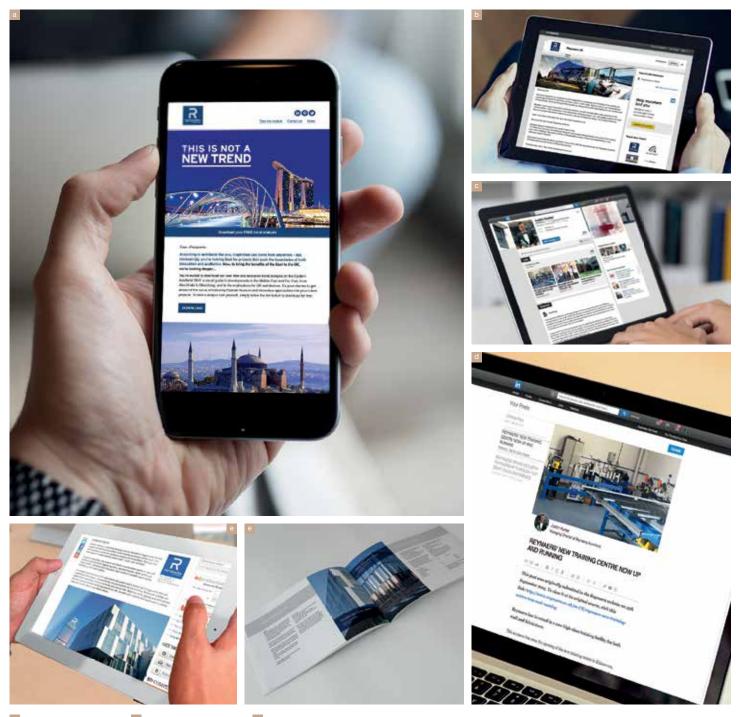
Following primary research Shanco Contracts Ltd embarked on a multi stage, high level, targeted direct marketing campaign. The campaign called 'Stress-free Groundworks Solutions' was developed to achieve set objectives in line with Shanco Contracts Ltd's overall business goals. In total there were 8 touch points integrating email, hard copy mailings and telesales, to increase effectiveness. The campaign produced a 38% response rate with £165,000 worth of work in the pipeline and £25,000 worth of sales completed to date. SHANCO Contracts Ltd

Judges Comment - "This was a neat campaign, where research defined audience and informed a wellintegrated campaign across e and traditional mail. The campaign performed well, and generated good business and a good pipeline of business." A global name in aluminium door, window and curtain walling systems, Reynaers is a key partner for architects and building contractors. Wyatt was given two distinct objectives. The first was to raise brand awareness for Reynaers' commercial division. The other was to generate leads in the self-build market. In both cases, this meant engaging with UK architects – a hard-to-reach but influential audience.

We recommended supporting traditional advertising with a brand-led, content driven strategy which delivered its messages through multiple channels – direct marketing (primarily targeted e-mail using lists from the client themselves, as well as trade press databases) and LinkedIn prospecting. Such an integrated approach was quite a departure for the client, and for the industry.

Putting research, insight and original content at its core, our unique and innovative solution challenged perceptions and encouraged customers to – like Reynaers – 'look deeper' into their projects.





a White paper EDM b LinkedIn c LinkedIn prospecting
 d LinkedIn publisher
 – blogging platform

e CPD



Construction Marketing Awards Category Name: Best use of Direct Marketing Campaign Name: Reynaers 'Look Deeper'

### Best use of Advertising



### Shortlist

- Alumasc Rainwater (MRA Marketing) **The Brick Development Association**
- (Realia Marketing)
- Certsure (RBH)
- CCF
- **Reynaers (Wyatt International)**

### Winner **Certsure (RBH)**

Following a merger between two electrical bodies - NICEIC and ELECSA - the marketing team were running two separate advertising campaigns in parallel, producing higher costs,

as well as some inconsistency.

A brand re-fresh project was developed to bring the two identities together. The advertising campaign was the leading channel through which the new branding was launched. It aimed to build on the membership's aspiration to win more work. It took a statistics-led approach to demonstrate that members won more work than electricians registered with anyone else.

'The Power behind your Business' advertising campaign generated an astonishing 23,000 calls for tracked membership, training and merchandise, and made a significant contribution to a hugely commercially successful year.



Judges Comment - "A well thought-through solution to a tough challenge. Excellent results from a great creative which has clearly done a superb job."







### THE POWER BEHIND YOUR BUSINESS



Online certification



Events





#### Best use of Advertising

"What really makes consumers decide to buy or not to buy is the content of your advertising, not its form." David Ogilvy.

Prior to 2014, NICEIC and ELECSA's advertising had become tired and dated. The imagery was stale and the copy was uninspiring. However, something more fundamental was missing. A reason to join us!

Following a merger between two electrical bodies - NICEIC and ELECSA - the marketing team had to run two advertising campaigns in parallel. This led to higher costs, inconsistent designs and contradictory narratives.

A brand re-fresh project was developed to bring the two identities together. Research indicated that despite differences, both membership bodies shared a common aspiration... to win more work.

A statistics-led approach was conceived to prove that our members win more work. In short, it gave electricians a reason to join us!

'The Power Behind Your Business' campaign generated over 23,000 calls for membership, training, publications, merchandise and insurance, contributing to our most commercially successful ever year.



Training



**Gertsure** RB

Insurance

### Best Branding & Positioning



### Shortlist

- The Brick Development Association (Realia Marketing)
- Certsure (RBH)
- Nautilus (Harris Associates)
- RIW (CIB)

### Winner

Judges Comment - "In a short period of time they have managed to turnaround perceptions of two trade bodies, post-merger, and make members feel proud to be part of the new merged organisation. Not an easy task at the best of times but achieved sensitively, quickly and cost-effectively."

### Certsure (RBH)

Following a merger between two electrical registration bodies in 2013 - NICEIC and ELECSA - as former competitors a number of branding challenges emerged. Research indicated that despite their differences, both membership bodies shared a common aspiration... to win more work.

Drawing on data a brand re-fresh project was developed. By honouring the past, reflecting the present and projecting the future, the new positioning contributed to record-breaking enquiries and sales... and set a new branding benchmark for the whole electrical contracting industry.

## housebuilder

### ENTRY FORM AVAILABLE IN JANUARY

The Housebuilder Product Awards will be held in Summer 2016 For more details visit www.house-builder.co.uk 020 7960 1630

housebuilder



In partnership with

### BEST BRANDING & POSITIONING AWARD



### THE POWER BEHIND YOUR BUSINESS



Insurance





E-mailers





Pull-up



1222 MR 01740



Online banner



Scheme brochure





Schemes

**Certsure RBH** 

#### **Best Branding and Positioning**

Following a merger in 2013 between two electrical registration bodies - NICEIC and ELECSA - a number of branding challenges emerged. As former competitors, they had different cultures, customers, products and inconsistent design styles and narratives.

A brand re-fresh project was developed to bring the two identities together and visually demonstrate to all stakeholders that we were now part of the same 'family'.

Research indicated that despite the differences, both membership bodies shared a common aspiration... to win more work.

Drawing upon a hidden goldmine of data, a statistics-led approach was conceived called 'The Power Behind Your Business'. This created a common branding platform for a wide range of services including membership, training, publications, merchandise and insurance.

By honouring the past, reflecting the present and projecting the future, the new positioning proved popular with stakeholders and delivered significant commercial success.

### Best Professional Services Marketing Campaign



### Shortlist

- Bechtel (Iceni)
- Indigo Planning (Holistic)

### Winner

#### Judges Comment -

"Impressive, a very well planned and effective ontarget campaign. Not an easy subject to gain coverage for but the principle to never simply 'welcome' government ideas and proposals clearly gained media engagement."

### Highly Commended

#### **Bechtel (Iceni)**

Using film and animation techniques believed to be a first for the industry Bechtel and Iceni collaborated with a BAFTA-nominated director, university students and industry peers to create a Rube Goldberg machine video.

'The Engineering Machine' social media campaign was a response to Bechtel's business objective of helping address the STEM skills gap. The video was sufficiently unique to be shared widely on social media, which propelled its reach across the target audience.

Designed to inspire young people into construction/engineering careers the video was viewed almost 40,000 times during the month-long campaign. This exceeded the objective by almost 100%.

#### Indigo Planning (Holistic)

Holistic developed a niche thought leadership campaign for Indigo Planning, to run until the General Election that would enable Indigo Planning to stand out, showcase its expertise, position spokespeople as industry experts and raise its corporate profile. Activity was focused on client-read press – headline results were 15+ pieces of coverage in industry media press, all topical, bespoke comment and opinion creating a total of 300,000 opportunities to see.

"The results have been far-reaching and we are still reaping the benefits months later." Lucy Lomas, Marketing Manager, Indigo Planning



### Judges' comments -

"It's great to see a large corporate do something innovative. It's a wellresearched and engaging production and an enduring and useful piece of collateral going forward, which can't be said about many video based campaigns."

#### Category 18: Best Professional Services Marketing Campaign

A niche thought leadership campaign developed by Holistic around the General Election lead in, which enabled Indigo Planning to channel its expertise and insight into expert commentary on national issues and raising its profile across the market as a result.





#### Planning as a tool for delivery

Lyons Report

Budget response

**Garden** Cities

Starter Homes Devolution

Duty to Cooperate Localism

**Election result** 

**Planning Performance Agreements** 

Green Belt Brownfield first

**Ministerial appointments** 

15+

300,000 Springboard

pieces of bespoke, comment in target press opportunities to see

for future profile raising Regular comment

opportunities secured in key media

"Holistic is the best communication consultancy we've worked with.

"The team pushes us to communicate more than we thought we could and ensures that our media coverage is timely, accurate and in front of the right audiences.



"With strategic focus and a solid plan, it's amazing what you can achieve on a very tight budget.

This campaign really flew because we got Holistic engaged right at the outset – when we were still formulating the idea. Their input helped us to unite a couple of client events with web content and a wide range of media engagement. It helped position us as experts, both with our clients and with the media. The results have been far-reaching and we are still reaping the benefits months later."



### Best use of Research & Insight



### Winner

### Judges Comment - "A

strong entry with originality, a great example of data gathering to inform a promotional campaign; demonstrating how research can be used to identify a target audience and build contacts for a geographically targeted testimonial-style promotion. The results were strong and scored highly as a result."

### Shortlist

- British Gypsum (Wyatt International)
- Graham Plumbers' Merchant
- Reynaers

#### British Gypsum (Wyatt International)

British Gypsum is the UK's leading supplier of plaster and plastering products.

A previous launch of a new plaster had failed, and though the new and improved product was ready for market, negative perceptions still remained among plasterers.

Wyatt suggested a data-driven 'intelligence marketing' campaign which used plasterers themselves to promote the product via social media. Research techniques included profiling the desired audience, identifying over 17,000 likely 'prospects', gathering their data and then using geo-mapping techniques. It also involved identifying the most influential plasterer bloggers and then recruiting them as brand advocates.

### Highly Commended



#### **Reynaers Ltd**

It is not unusual for companies to assume that they know their industry well. Towards the end of 2014 Reynaers decided to challenge their assumptions with a comprehensive independent research study.

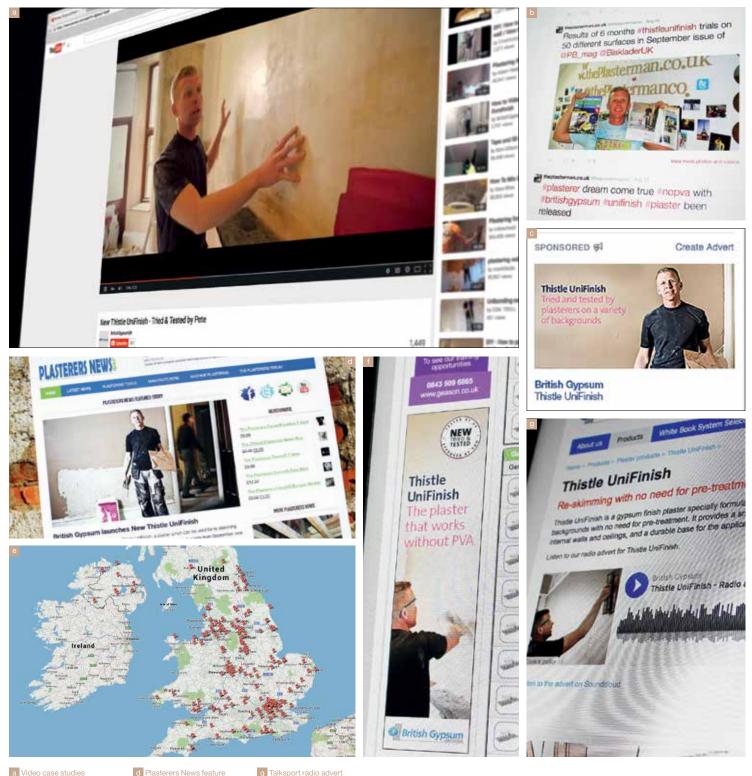
With a carefully designed methodology that used a qualitative phase to inform the subsequent quantitative phase, the sample captured the views of several different target groups. The results were informative and sometimes surprising resulting in an unrivalled understanding of market dynamics and demand paving the way for greater customer satisfaction and future growth.

#### Judges comments -

"A comprehensive research program that involved everyone, using qualitative research to inform quantitative. Asking staff how the service could be improved to meet the requirements revealed in the research is an excellent next stage of the project. This entry provides strong evidence for insightful research that makes a difference to ongoing strategy, resulting in stronger performance." British Gypsum, the UK's leading supplier of plaster and plastering products, had a challenge on its hands. The previous launch of a new plaster had failed, and though the new and improved product was ready for market, negative perceptions still remained among plasterers.

When such views are established, how do you convince people that things have changed? Rather than recommending a traditional approach, we surprised the client by suggesting a data-driven 'intelligence marketing' campaign which used plasterers themselves to promote the product via social media. Research included profiling our desired audience, identifying over 17,000 likely 'prospects', gathering data and then using geo-mapping techniques to pin-point our campaign. We also identified the most influential plasterer bloggers and then recruiting them as brand advocates.





 a Video case studies
 d Plasterers News feature
 g Talksport

 b Twitter selfie campaign
 e Geo-mapping

 c Facebook advert campaign
 f Plasterers Forum skyscraper



Construction Marketing Awards Category Name: Research and Insight Campaign Name: British Gypsum 'Tested'

### Best use of Content Marketing



### Winner British Gypsum (3seven9)

### Shortlist

- British Gypsum (3seven9)
- Kier Group
- LABC Warranty
- Monier Redland (Ridgemount PR and TGV)
- NHBC
- SIG Design and Technology (Just Practising)

British Gypsum engaged 3seven9 to design, develop and deploy a bespoke website to educate employees on an important business strategy. The objective was to increase awareness and engagement of the strategy amongst 100 key employees across the organisation and how it could be applied in their everyday functions.

The website provided an interactive delivery method for training materials utilising a 'hero' character, "BG Guy" as he encountered hypothetical business challenges daily. The campaign captured the internal audience's imagination by creating a cartoon world replicating their work environment. The campaign was a huge success, increasing engagement with the strategy from <10% to an average daily engagement ratio of 64% at significantly less cost than an offline training programme.

### Judges Comment -

"An exciting and clearly engaging entry, this is an internal campaign with verve. It is nice to see gamification techniques being used. It was clearly delivered in an innovative manner and gained some great results. A real stand for 2015, well done!"

Commended



#### SIG Design and Technology (Just Practising Limited)

SIG Design and Technology employed a coordinated content strategy with digital and offline elements as an efficient way to raise awareness amongst architects and increase specification sales without increasing their marketing budget.

**Highly** 

At the core of the strategy is an educational blog on their website, tied to a range of shareable 'social objects', events and guides. Specifications increased 89% in number and 73% by value. All without any significant increase in marketing spend.

### Judges comments -

"A campaign that delivered really great results with an excellent ROI."

### The Illustrated Story of BG Guy

Educating employees on an important new business strategy







Best Use of Content Marketing | British Gypsum and 3seven9

### Best Low Budget Campaign (<£25k)



### Winner

#### Shanco Contracts (Construction Marketing Experts)

A multi stage, high level, targeted direct marketing campaign which was developed to achieve set objectives in line with Shanco Contracts Ltd's overall business goals. Following primary research the theme 'Stress-free Groundworks Solutions' was established to demonstrate how Shanco Contracts Ltd meet the customer needs identified – speedy, safe and stress-free. In total there were 8 touch points integrating email, hard copy mailings and telesales, to increase effectiveness. The campaign produced a 38% response rate with £165,000 worth of work in the pipeline and £25,000 worth of sales completed to date.

### Shortlist

- CRASH (CFA)
- Hitachi Power Tools (Aria Public Relations)
- Jack Aluminium Systems (Balls2Marketing)
- LABC Warranty
- Shanco Contracts (Construction Marketing Experts)
- The Window Outlet (Purplex Marketing)

Judges Comment - "A robust and highly targeted campaign that demonstrates good target definition and good value return from business generated. A well thought out and executed campaign... and an equally well thought out and executed award entry!"

### Highly Commended

### HITACHI POWER TOOLS

### Judges comments -

"A great campaign that was well designed and delivered, demonstrating that good creative can deliver good results."

#### Hitachi Power Tools UK (Aria Public Relations)

The Hitachi Green Revolution campaign sought to persuade sole traders to switch their power tool allegiance to Hitachi. Aria PR created a sustained tactical campaign which included site visits, getting the tools into the hands of tradespeople, securing important peer recommendation and ensuring trade press coverage; by bringing Hitachi and key editors together and listening to what would work in their magazines.

The campaign also pitted the trades against each other in the Bathtub Challenge, to design and build the fastest and most durable 18V Combi Drill-powered bathtub vehicle.

The Green Revolution campaign resulted in increased sales of 5.0Ah powered tools for Hitachi, hundreds of reader enquiries, over 1000 followers added organically to the Hitachi Twitter feed and significant coverage in the key trade titles.

### **Shanco: Stress-free Groundworks Solutions**

CLIENT: Shanco Contracts Ltd AGENCY: Construction Marketing Experts CAMPAIGN: Shanco: Stress-Free Groundworks Solutions DATE: February 2015 – July 2015 (6 Month Campaign) BUDGET: £15,500





















### Best Mid-Range Budget Campaign (£25k-£50k)



#### Shortlist

- Certsure (RBH)
- Contour Casings (SiteVisibility)
- Gibbs & Dandy
- Polypipe Terrain (SLG Marketing)
- The Sherwin-Williams Company



#### **Gibbs & Dandy**

The 'Customer Lifecycle Campaign' was developed by Marketing to empower Operations and Sales to increase the number of live trading accounts through customer engagement and the use of incentives to trade.

The results surpassed expectations; 1,180 (13%) accounts reactivated, generating £361k of incremental sales from previously ceased accounts. The campaign provided a useful measure of which incentives enticed customers, whilst also highlighting that customers who received multiple communications (direct mail & email) had a greater activation rate.

Having been a success in terms of activation, sales and engagement, the campaign is set to become business-as-usual activity.

#### Judges Comment -

"This was a sophisticated campaign that, through exemplary thought and planning, delivered fantastic results."





### The Gibbs & Dandy Customer Lifecycle Campaign

### Customer Lifecycle Campaign

The Customer Lifecycle Campaign was designed to increase the number of 'Live' trading accounts and to drive incremental sales across all Gibbs & Dandy branches.

Campaign Period: 20th July – 22nd August 2015

### The Campaign:

✓ Targeted direct mail and email communications with varying incentives to encourage customers to start re-trading and engage with their local branch.

✓ Survey and feedback requests developed to encourage engagement and to facilitate improved communication between customers and branches.

 Customer service calls to ensure follow-up to issues reported via survey and feedback forms.



### The Results:

- ✓ Achieved over and above expectations! 13% reactivation and £361k incremental sales
- Campaign now part of business-as-usual activity

# Best Big Budget Campaign (£50k+)



### Shortlist

- CCF
- Deceuninck (MRA Marketing)
- Howarth Timber (Harris Associates)
- Jewson (Tangerine)
- Knauf Insulation (CIB)

### CCF

CCF is UK's largest distributor of insulation and interior building products. In 2014 they identified a problem with the positioning of their insulation range, research showed that despite having a long history CCF were seen to lack heritage. The subsequent campaign aimed to showcase their industry expertise and range of specialist products, whilst embedding the philosophy that CCF `never stop thinking about insulation'. The campaign took an integrated approach reaching the target demographic across a range of platforms. The campaign was a resounding success, smashing every objective and increasing total sales of insulation by a massive 19% year on year (between January-July 2015).



### **Judges comments -**"This was an outstanding entry. The campaign was well planned, thought through, researched and executed. Its beauty was in its focus. Particularly liked was the post campaign 'Insight'. Really well done!"



### CMA Awards CCF Best Big Budget Campaign One Page Overview



Launched in 1978 (part of Travis Perkins Group since 2002), we are the UK's largest distributor of insulation and interior building products, however in 2014 we identified a problem with the positioning of our insulation range compared to our competitors. To address this, we set out to deliver our largest ever marketing campaign.

One of the key findings from our pre-campaign research showed that, despite our long-history, we were seen to lack heritage; a major issue as brands with a visible history are seen as specialists and therefore more trusted within the industry.

So our campaign aimed to showcase our industry expertise and range of specialist products, whilst embedding the philosophy that we 'never stop thinking about insulation'. To do this the campaign took a holistic approach which enabled us to reach our target demographic across a range of platforms in order to continually reinforce the campaign messages.

Key tactics of the campaign included:

- Partnering with top insulation suppliers; Knauf, Kingspan and Celotex
- Competition
- Trade press adverts
- Radio adverts
- Social media
- Bi-monthly e-newsletters

The campaign was a resounding success, smashing every objective and increasing our total sales of insulation by a massive **19%** year on year (between January-July 2015).



# **PR Agency of the Year**



# Winner

### Shortlist

- CIB
- CFA Marketing
- Perceptive Communicators
- Ridegmount PR
- Tangerine

### Tangerine

Since its launch four years ago, Tangerine B2B has brought together 28 of the most passionate and forward thinking people working in B2B communications. Tangerine focusses on delivering impactful results for clients in the built environment. Central to the team's ethos is a fanatical belief that communications in the construction sector can and should be much more creative and brave. In adopting this approach, 2015 has already proven to be one of the strongest years for Tangerine and its clients in the construction sector.

Highly Commended

#### **Ridgemount PR**

In the last year, Ridgemount PR has smashed all its previous records in terms of audience reach with classic press relations campaigns providing exposure, brand awareness and thought-leadership. They have also written their first book, published their first newsstand magazine, established two successful blogs and introduced a range of successful new tools to increase engagement with their social media feeds. All this whilst retaining all of their long-standing clients, winning new clients and adding 23% to their turnover! was a very strong entry that demonstrated great creativity. They showed how their new approaches and thinking won them success in the eligible entry period. They highlighted their methodical and professional approach to research before setting their objectives in each of the case studies presented. Impressed!"

Judges Comment - "This



### Judges Comment -

"A strong entry from a high performing agency. Ridegmount must be doing something right to have retained clients for such a long time!"





Category: **PR Agency of the Year** Company: **Tangerine** Name: **Building and Protecting Brands** 

# **Agency of the Year**



# Winner

### Shortlist

- CIB
- Purplex Marketing
- Ridegmount PR
- SLG Marketing

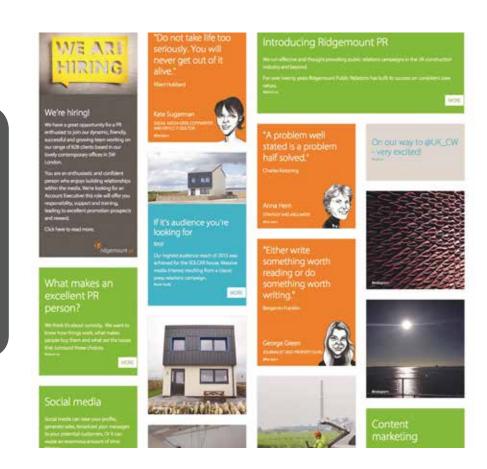
### **Ridgemount PR**

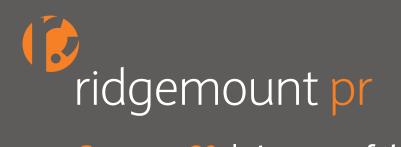
This entry focuses on Ridgemount's core offering: content. Ridgemount's unique selling point is its ability to create effective, well-informed and persuasive content: with a team of exjournalists, PR professionals and digital enthusiasts who know how to find an audience and how to engage with it.

Ridgemount understand that PR work is always just one part of a marketing strategy. Ridgemount PR have seen a recordbreaking year in which they have added new services, built an increasingly strong online presence, retained all of their longstanding clients, won new customers and added 23% to their turnover!

### Judges Comment -

"Excellent performance with different solutions for different client needs - that work well. Quality stuff!"





### Category 20 | Agency of the year

# Reinventing campaigns year after year



Agency of the Year 2015







# - Emerging Talent Young Marketer of the Year

# Winner

### [ Certsure

### Shortlist

- Rebecca Galyer Howarth Timber
- Mitch Hyde Ridgemount PR
- Sarah King Certsure

Judges Comment - "Sarah is an inspiration to all those who would like to change career paths but doubt their ability to do so. It just shows where motivation and the right behaviours can take you. It is more than apparent that Sarah would fit well into any marketing team and bring energy and ideas to the party. Hugely praised by her colleagues/manager it will not be by accident that she is already award winning. She has taken on significant levels of responsibility and appears to thrive in a high pressure situation."



### Sarah King – Certsure

Before joining Certsure Sarah had no experience in marketing, she was a qualified nursery teacher! Sarah went on to demonstrate that skills and knowledge can be taught, but attitude is what really counts...

In just three years, Sarah has won four awards, earned three 'employee-of-the-month' accolades, completed two professional qualifications and delivered record-breaking campaigns.

She has researched, planned and delivered the company's most successful ever marketing events and launched an industry-first webinar channel using a wide range of offline and digital media.

Her dedication, determination and work ethic have made her a popular, trusted and highly respected member of the team and the company.

Prior to Sarah's recruitment Certsure had a policy of only recruiting new entrants from a tried-and-tested marketing background they are now re-evaluating their recruitment policy!





#### Rebecca Galyer – Howarth Timber

Rebecca Galyer is Howarth Timber and Building Supplies' online manager, and in 2015 she has overseen the creation and launch of the company's brand new website. Her achievements as online manager in 2015 included recruiting and managing her own digital support team, doubling the page views and pages-per-visitor amongst the traffic arriving at the company's website, and lowering the website's bounce rate by 20 per cent.

Rebecca's outstanding achievement has been recognised within her own industry already after she was shortlisted for the Builders' Merchants Federation Young Achiever Award. Her work has changed the way building

22.

EMERGING

MARKETER OF THE YEAR

TALENT ·

YOUNG

professionals buy materials and engage with Howarth Timber's product ranges. Rebecca's professionalism and methodology has been vital to the success of the new website, and to the the company progress has made in its digital operations in 2015.

### Highly Commended

## ridgemount pr Mitch Hyde, Ridgemount PR

In 2012 а 24-year-old sports at Heathrow journalist arrived airport from New Zealand. His plan was to use the UK as a base for travelling around Europe before heading back home. The plan has changed. Drastically changed. Mitch Hyde is Ridgemount PR's newly promoted account manager who, before joining Ridgemount, had spent two years working on building sites around London; the perfect training for working in construction marketing!

In one year he has moved from Account Executive to Account Manager! Mitch has demonstrated a 100% success rate at pitching for and winning new business and has exceeded on 5 out of 6 objectives set following probation period. He is exceeding expectations or on target in all areas of work.

### Judges Comment -

"Rebecca has shown great achievement in developing a website which has so obviously made an impact on the business. She has a very impressive track record with Howarth Timber of taking on new challenges and complex projects, demonstrating that she is not afraid of increasing responsibility. Her work on developing the digital offer has shown very positive results."



### **Judges Comments -**

crina @ ....

"What comes through is Mitch's motivation and determination to do the best he can. Mitch has shown extraordinary levels of initiative and ambition in his relatively short time in PR. He certainly appears to be making an impact and impresses everyone who comes into contact with him. He is not scared to get stuck in and has found innovative ways to understand his clients' needs and acted on them."

## Marketing Team of the Year

# Polypipe

### Shortlist

- Celotex
- Certsure
- Polypipe Building Products
- Reynaers

Winner

### Polypipe Building Products (SLG Marketing)

Polypipe's marketing team only came together a little over a year ago. During the entry period they devised, implemented and managed various highly successful campaigns aimed at both the trade, and in a real 'first' for the company, also at the consumer market.

Results include over 40,000 unique website visitors, with sales of Polypipe's underfloor heating products well on track to achieve a 30% increase in 2015, compared to the previous year and their PolyMax Streamline push-fit plumbing range has seen a huge 264% sales increase on a year-to-date basis.



Judges Comment - "I loved the concept of the Going to the Max campaign featuring a real life advocate great idea. Across the board excellent!"



# MARKETING TEAM OF THE YEAR POLYPIPE BUILDING PRODUCTS



### **SUMMARY**

Polypipe Building Products manufactures drainage, rainwater management and underfloor heating solutions. Although the members of Polypipe's marketing team only came together for the first time a little over a year ago, during the entry period they devised, implemented and managed various highly successful campaigns aimed at both the trade, and in a real 'first' for the company, also at the consumer market.

The most high-profile campaign featured celebrity designer and Dragon's Den star, Kelly Hoppen as a high-profile brand ambassador who provided a recognisable focal point for every aspect of the exercise. This resulted in over 40,000 unique website visitors, and made a significant contribution to the number of registered Polypipe stockists and registered installers. Most significantly, sales of Polypipe's underfloor heating products are well on track to achieve a 30% increase in 2015, compared to the previous year.

Other campaigns gave trade customers the opportunity to 'Win a Van' fully stocked with Polypipe products, and also promoted the PolyPlumb push-fit plumbing system to some 70,000 installers. A four campaign helped to get 50,000 free samples of the PolyMax Streamline push-fit plumbing range into the hands of installers and so generate a huge 264% sales increase on a year-to-date basis.





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