

Emerging Talent

Young Marketer of the Year

Elizabeth 'Lizzie' Sainsbury

Marketing Communications Executive
British Gypsum Marketing Team

Key Achievements

- Developed a series of successful, informal **'Bond over Beer'** events aimed at introducing new products – through direct, face-to-face contact.
- Took ownership of the revitalisation of British Gypsum's primary communication tool for plasterers, **Plasterers News**, achieving outstanding click through rates well above the industry standard.
- Supported British Gypsum's team of three plaster demonstrators through the provision of promotional materials, social media etc.
- Created an informative and entertaining customer-facing video to celebrate the company's centenary and highlight the impressive scale of British Gypsum's operations, which has achieved almost 12,000 views to date.



Lizzie at one of the Bond over Beer events



With the mine team leader & videographer filming 'Rock to Room'

"In what has been little more than a year since joining the marketing team at British Gypsum, Lizzie has used her drive, self-motivation and initiative to achieve real success across a number of campaigns and projects. This has resulted in significant improvements in our work to more closely engage with our market and enhance the strength of our brand."

Fiona Bashford,
Head of Marketing Communications,
British Gypsum



British Gypsum
SAINT-GOBAIN