

# MARKETING TEAM OF THE YEAR

**cma**  
construction marketing  
AWARDS 2018

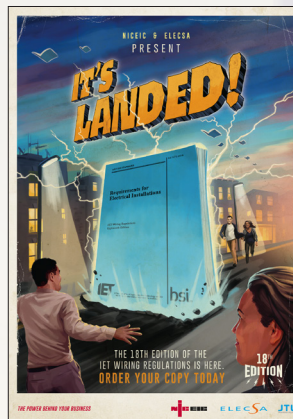
## MULTI-PHASE CAMPAIGN



Stage I: Awareness



Stage II: Pre-orders

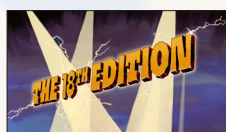


Stage III: Full Launch

## MULTI-CHANNEL CAMPAIGN



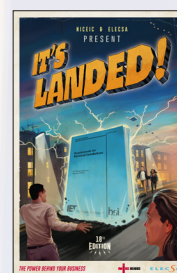
Launch Ad



Animated Trailer



Web Shop



Pull-Up

## WORLD-FIRST EVENT



Live satellite broadcast



TV presenter Ore Oduba



Live audience



Electrical regulations on the big screen

### Marketing Team of the Year

In 2018, the '18th Edition' of the Wiring Regulations was published creating a significant commercial opportunity for Certsure, provided we could lead our customers effectively through the change.

### Innovative Campaign

A multi-phase, multi-channel campaign was executed using high-risk creative to raise awareness of the regulations, support customers through the change and achieve challenging commercial targets.

### World-first Event

Using a new medium, known as 'event-cinema', a live satellite broadcast was streamed from the Faraday Theatre to 40 local cinemas, making it the largest electrical event ever staged in Europe.

The overall 18th Edition campaign became the most commercially successful campaign in our history:

- 102,054 books sold
- 19:1 ROI
- 85% knowledge improvement score
- 4,208 training course bookings
- 6,212 cinema attendees
- 21% market share increase
- £6.14m revenue (104% up)
- 86% customer-experience score