

# BEST USE OF ADVERTISING

**cma**  
construction marketing  
AWARDS 2018

## CREATIVE SOLUTIONS



B-Movie  
Inspirations

Creative concepts

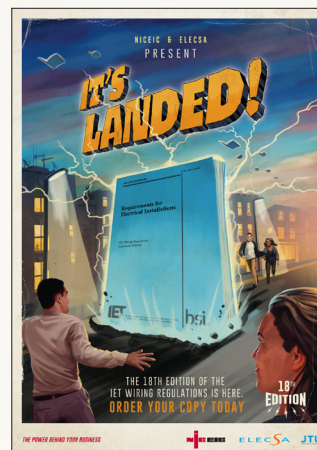
## FINAL ARTWORK



Stage I: Awareness



Stage II: Pre-orders



Stage III: Full Launch

## FUTURE ARTWORK



Stage IV: Artwork in  
development for  
next campaign phase

## Best use of Advertising

In 2018, the biggest change to affect the electrical industry in ten years occurred with the launch of the '18th Edition' of the Wiring Regulations. To busy electricians, this was a change they did not welcome. In fact, the '18th Edition' generated as much anxiety for electricians, as GDPR did for marketers!!!

The marketing team needed to communicate the unpopular changes whilst simultaneously promote books, training and events. The tone couldn't be overly enthusiastic, because customers didn't like the changes. Yet we couldn't be too low key, as we had tough commercial targets to achieve. It was a difficult balance to strike!

Inspiration came from an unlikely source... 1950s B-Movies!

A unique and memorable creative concept was developed that visually conveyed the theme of change through story-telling and directly addressed the anxiety felt by customers, using humour and irony.

This high-risk approach went against anything ever seen in the electrical industry before. The ad concept was distinct, brave and carried a genuine risk of failure. It's one thing to take a risk on a low key product... it's quite another to do so on a commercially-critical campaign. However, the risk paid off and succeeded in raising awareness, facilitating change and delivering record-breaking sales.