

Friday, 07 October 2011

It's a dog's life for Royvon as the Valleys business leads way at Canmol Awards

Merthyr Tydfil-based business, Royvon Dog Boarding and Kennels was among the five winners celebrated at *Canmol: Wales Marketing Awards* in Cardiff last night (06 October 2011.)

The winners included BBC Cymru Wales, Cardiff-based AutosOnShow.TV, Bridgend-based Staedtler UK and Visit Wales in addition to Royvon Dog Boarding Kennels.

Newport University's Sue Cole and Jade Bourke of DS Smith Recycling in Caerphilly were also recognised with individual Awards for the Wales Business Insider Outstanding Contribution and New Marketer accolades, respectively.

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, said "All five winning campaigns illustrate excellence in marketing through their focus on objective, exemplary execution and return on investment (ROI.) They really sum up what the *Canmol Awards* are all about.

"Royvon Dog Boarding Kennels has demonstrated how to achieve outstanding results with a small marketing budget and in-house resources, which we hope will inspire other SMEs in Wales. As such it is fantastic that Royvon will be representing Wales and flying the flag for SMEs at the UK Marketing Excellence Awards."

Royvon Dog Boarding and Kennels, which offers luxury accommodation and training for dogs, implemented an innovative social media campaign to promote its services and will go on to represent Wales at The Chartered Institute of Marketing's UK Marketing Excellence Awards later this year.

When it was revealed that seven out of ten dog owners had negative feelings towards kennels, the family-run business decided to use Facebook as a key tool to challenge this perception and engage with its target audience.

The marketing strategy included posting daily pictures and uploading videos of dogs to Royvon's Facebook page. Webcams were also set-up in various places at the kennels, to enable customers to log-on from anywhere in the world and see their dogs through a live stream on the website.

By ensuring that the online channels were kept constantly updated, Royvon succeeded in reassuring dog owners that their pets were in safe hands, while gaining the trust of potential customers who were previously anxious about parting with their pets.

Royvon Dog Boarding and Kennels' open, honest and cost-effective approach to business has certainly paid off, with a 25% increase on forward bookings compared to the same period on the previous year, while gaining positive feedback from customers.

Sarah Draper, Director at Royvon Dog Boarding and Kennels, said: "Our campaign is a great example of how businesses can create a successful marketing campaign without necessarily having to spend large amounts of money. The team implemented the entire campaign, using Facebook as a marketing tool, which was an innovative and cost-effective way of targeting our audience."

BBC Cymru Wales also impressed the judges with its *Snowdonia 1890* campaign, one of the most visible in-Wales campaigns of 2010 with the TV campaign reaching 92% of adults in Wales alone.

The main objective of the marketing campaign was to make *Snowdonia 1890* the biggest TV event of the year for audiences in Wales. And with 564,000 weekly viewers, it was a success.

The programme was promoted through a creative multi-platform strategy, including a high impact TV and radio campaign, online marketing via BBC websites and Facebook and off-air advertising, as well as a series of PR events held in Caernarfon, Merthyr and Cardiff.

And the results were brilliant - over eight in ten of those questioned said they'd heard about *Snowdonia 1890* via TV advertising or trails and nearly nine in ten said they were keen to see the programme after hearing about it.

A campaign to promote **AutosOnShow.TV**, a new sub brand of LifeOnShow.TV, also scooped a Canmol Award.

The company, which provides commercial businesses with a safe and dynamic video streaming platform, discovered that there was an opportunity to expand the business into the automotive industry and set out to promote its new produce.

AutosOnShow.TV implemented an integrated communications strategy involving magazine ads in targeted trade press, entering awards to gain credibility and a PR campaign to further promote the product.

The business offered use of its services to Car Dealer Magazine, ensuring that when the magazine shared videos, users were exposed to AutosOnShow.TV branding. This not only acted as a way of engaging with potential customers and key influencers, it created a strong relationship with the magazine, leading to several articles about the benefit of video streaming for car dealerships. In May 2011, AutosOnShow.TV's website was redeveloped resulting in increased traffic and more valuable enquiries. The number of Twitter followers has soared by 600%.

STAEDTLER UK captured the judges' imaginations with its television debut in 2010 with an ad devised specifically to meet a set of clearly defined objectives for the UK market, including increasing UK brand awareness, reinforcing STAEDTLER's position as the key Back to School brand and, ultimately, increasing sales over the crucial Back to School period.

The blacklead pencil and Triplus brand were selected to feature in the TV ads as the products play an essential part in the business's performance in the UK. The products are key performers within the retail and education sectors, which are 'strategic development channels' for future growth, together representing over 60% of STAEDTLER UK's turnover.

The TV ad appeared 26 times over a 10 week period, reaching on average 1.566 million viewers weekly. This resulted in sales of the Noris pencil increasing by 49% and the triples fineliners by 10%.

Visit Wales received an Award for its marketing campaign which set out to enhance recognition and reputation of Wales in the world through the country's association with The Ryder Cup.

A prominent advertising campaign which featured across TV, key city centre locations, the Severn River Crossing and Cardiff Airport, helped to position Wales as an ambitious, clever and outward-looking nation. This resulted in 59% of non-Welsh spectators saying that The Ryder Cup had made them more likely to return to Wales for a break or holiday.

The campaign also succeeded in making an impact on local residents, with 62% claiming to feel a sense of pride in their country during the major sporting event.

Almost 70,000 mentions/images of Celtic Manor Resort, Visit Wales and Newport were made during international TV broadcasts providing US\$9.6m (£5.9m) media value.

Now in its fourth year, *Canmol*: Wales Marketing Awards was launched by The Chartered Institute of Marketing in July 2008 to celebrate and promote excellence in the marketing industry in Wales and to recognise the best marketers in the business.

Video interviews with the 15 finalists and winners will be available at www.youtube.com/canmol by 10 October 2011.

Follow **@Canmol on Twitter** or find **Canmol: Wales Marketing Awards on Facebook** for pictures, videos and news from this year's Awards and to stay up-to-date with *Canmol* 2012.

-ENDS-

Notes to Editors:

Captions:

(From top right anti-clockwise) Jade Bourke, Sue Cole, Nich Lee, Judith Newton, Nicola Rivers, Rachel Price and Sarah Draper.

Judges:

Jonathan Deacon (Chair), Barrie Foster, Dan Langford, Ian Beattie, James Horsham, Joanne McKinstry, Julian Leybourne, Robert Dillon, Paula Dauncey, Sue Cole, Alan Mumby, Peter Lewis, Jane Purdie and Julie McKeown.

Event sponsors:

The headline sponsor of the event is Golley Slater. Other sponsors include Equinox Communications, Wales Business Insider, Bwrdd yr Iaith Gymraeg/The Welsh Language Board, FD Systems in association with Sage CRM Solutions, Glamorgan Business School Marketing Subject Group, Cardiff Business School and York Recruitment; with additional support from Genero, Inka, Sugar Creative and Mari Thomas Jewellery.

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with some 41,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer's lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation's bottom line and long-term future.

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