

For immediate release

Best of Welsh marketers shortlisted for *Canmol* Awards

The Chartered Institute of Marketing has announced its shortlist ahead of this year's *Canmol*: Wales Marketing Awards, which takes place in Cardiff next month (06 October.)

The 15-strong shortlist features innovative campaigns from a number of private companies and SMEs across Wales, including ***Staedtler (UK) Ltd, DS Smith Recycling, Catnic, Cross Foxes, Royvon Dog Boarding & Training Kennels, Capell Cottages, AutosOnShow.TV*** and ***Capital FM***.

While campaigns from ***South Wales Police, National Assembly for Wales, Bridgend College, BBC Cymru Wales*** and ***Visit Wales*** represent the public sector.

FBA Group's entry ***on behalf of Ceredigion County Council*** and ***Four Communications'*** on behalf of ***Newport City Council*** and ***Newport Unlimited*** were also shortlisted for the Awards, which are judged by 13 marketing and business experts* under the Chairmanship of Dr. Jonathan Deacon, Newport Business School and Chair of the Wales Board of the Institute.

Five final winners, as well as an individual awards for a new marketer and outstanding contribution to the marketing industry, will be announced at an awards ceremony taking place at Cardiff's Radisson Blu on Thursday, 06 October.

Now in its fourth year, *Canmol*, which means *to praise* in Welsh, was created in 2008 by The Chartered Institute of Marketing to celebrate and promote excellence in the marketing industry in Wales, demonstrating its commitment to raising the profile and standard of marketing in Wales, year on year.

Jonathan Deacon, Chair Judge, said: "It's encouraging to see so many SMEs shortlisted this year, demonstrating that it is possible to produce a successful marketing campaign on a tight budget when the campaign is innovative and creative.

"As ever, shortlisting the entries was a difficult task, showing the wealth of talent within the industry in Wales, but 15 organisations and businesses stood out in particular through highlighting strategic thinking and achieving excellent results."

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, added: "The Institute is committed to setting standards and celebrating excellence within the marketing industry and we hope these Awards will help spread best practice amongst practitioners in Wales."

Tickets for the awards ceremony may be purchased through www.cim.co.uk/40163

Follow **@Canmol on Twitter** or find **Canmol: Wales Marketing Awards on Facebook** for the latest news and updates about the event. See interviews with last year's winners and shortlisted entries at www.youtube.com/canmol

Case Studies:

Catnic

Caerphilly-based Catnic, a leading name in steel lintels and expanded metal building products for the construction industry, launched its Make it Happen campaign in November 2010.

The campaign set out to reengage with a particular part of the builders merchant market, the independent stockist. We needed to lessen our dependence on the larger multi-branch customer and develop a network of new stockists. The campaign asked trade professionals to share what they've always wanted to do or experience, and the winning entries would be arranged by Catnic. This reinforced the company's message that, whatever the challenge, Catnic is there to help the builder make it a reality.

Catnic secured an advertising campaign and media partnership with Professional Builder to promote the competition. Direct mail was also issued to independent merchants and social media was used to engage with a younger audience of trainee construction professionals.

As a result of the campaign to date, Catnic has seen a significant rise in product enquiries. The website visitors have increased by 23% compared with the same period last year, which has resulted in a 40% increase in literature downloads, and over 17,000 individual stockist searches have been redirected to our merchant customers.

Charmaine Petty, Marketing Manager at Catnic, said: "Make it Happen has helped Catnic to secure new agreements with over 95 new customers and looks likely to secure more than 200 new stockists by the end of this year... a substantial market share gain has been achieved over the competitors. This growth in market share has helped Catnic stockists increase revenue and margin and positioned Catnic in a more favourable position to be able to extend our trading agreements with the major nationals and the independent sector."

Visit Wales

The Visit Wales marketing campaign 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, city centres, the Severn River Crossing and Cardiff Airport to name a few, 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.

South Wales Police

South Wales Police made best use of existing resources through its 'Night in the Cells' campaign, which aimed to engage with young people living in Cardiff.

Young people aged between 10 and 14 were selected by street-based youth workers from areas with the highest incidents of anti-social behaviour to experience a night in a real-life police cell, to learn and see first-hand the consequences of crime.

Promoting the campaign through an innovative strategy of PR and social media, incidents of noise and nuisance decreased by 29% in Ely and 24% in Fairwater, the areas where the campaign was carried out.

BBC Cymru Wales

Arguably, the Snowdonia 1890 campaign was one of the most visible in-Wales campaigns of 2010 – the TV campaign alone reached 92% of adults in Wales.

Snowdonia 1890 was BBC Cymru Wales' flagship TV series for 2010. Building on the success of Coal House and Coal House at War, this new real-life drama series would take two Welsh families on an epic journey to experience life as part of a north Wales slate community at the turn of the 20th century.

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.

Capell Cottages

Capell Cottages, which operates from Rhiwbina in Cardiff, was setup as a holiday cottage business in west Wales three years ago. The business built a property portfolio through investing in the purchasing, renovation and refurbishment of cottages in Pembrokeshire.

Capell Cottages launched its 'Free Holiday for Charity' campaign to help promote the business and drive potential customers to its website. The campaign is particularly innovative as it has been implemented with a small marketing spend of just £130 by securing a series of sponsorship deals with local suppliers, and by implementing highly cost effective routes to market.

The campaign, which is calling on people to nominate a deserving charity to receive a free holiday, has been promoted through leaflets, posters and community events. The business has built a database of over 500 online subscribers and also plans to target charities, who will receive an HTML mailer about the campaign. A social media strategy is also underway to drive further entries ahead of the competition deadline later this year.

To date the campaign has succeeded in securing 300 entries to the competition, gaining over 500 followers on Twitter and distributing 1,500 leaflets. This has resulted in the cottages reaching full occupancy during the high season months of 2010/11, with an increased level of bookings for the off peak season and advanced bookings for next year also secured.

Steve Capell, said: "We are very proud of our cottages. We genuinely believe that they offer guests charming, high quality holiday retreats in delightful locations. We are also convinced that when holiday makers discover our website and take a look at our cottages, they're 'hooked'. So our objective has been to drive traffic to our website, and let the cottages do the rest. But with such a small marketing budget it's been a challenge and that's why our marketing mission has been to 'think more and spend less' to achieve the desired results."

-ENDS-

Notes to Editors:

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 Creative. 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.

For media enquiries, please contact:

Helen Newton at Equinox Communications: helen@equinoxcommunications.co.uk or 02920 764 100