



Dominate your field...

REL FMBE Field Marketing Agency of the Year 2010



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Red Bull Field Sales Team strike gold again winning Team of the Year for an unprecedented third consecutive year



Motorola Field Team win Team of the Year silver award – REL now recognised as operating the industry's two best teams



Red Bull Regional Account Team win Most Effective Brand / Store Relationship for their work in Forecourt Groups



Brand Experience Agency of the Year

This was a close call between judges who favoured explicit ROI and judges who championed the innovation and amplification cutting edge campaigns

Gold: Sense

As an agency Sense is no stranger to innovation and new technology but the agency's appearance in the winner's enclosure this year is an indicator that our brand owner judges, looking back at a turbulent 2009, were in the mood to give the ultimate agency accolade to pounds and pence accountability - proved time and again in these awards by Sense across a raft of brands.

Sense had work for four brands sent through to Agency of the Year (AoY) consideration – Cadbury, LG, Canon and Muller. Of these Cadbury and LG were noted for their practical solutions and logistics. LG in particular was held to be a beacon for any brand considering a brand experience campaign for the first time. Both Cadbury and LG exhibit independent evaluation of consumer's perceptions and this is rarely seen in a campaign where sales/demo is the focus, as in LG's case. Without being an eye-opening creative, LG set new benchmarks in a type of Brand Experience that could only thrive in the right category – as it did in our One to One award.

Cannon showed that Sense can also compete in the immersion stakes. The event, which took over London's Business Design Centre, also has legacy. As with Cadbury's Easter Egg Trails, which first won Gold at FMBE as an immersive event back in 2008, Canon looks like an

event that will get stronger in the future. (Sadly we cannot share the details that underpinned this event as they are held to be confidential).

Fortunately Sense's relationship with Muller is available for publication as the FMCG brand is a very strong relationship for the agency. For both Muller Rice and Muller Dairy 1 million plus sample distribution is not unusual anymore, and regarded as a key element of brand strategy for both brands,

Muller Rice's sampling campaign is fast becoming one of the big success stories of brand experience marketing. The brand invests more and more in its face to face team - 11 per cent yoy increases every year since starting in 2007.

Muller Rice was a finalist in Brand Strategy and the Special Award ROI/ROE and represents one of the most persuasive arguments in favour of product trial as its campaigning is led by accountable sampling delivered on a grand scale.

Independent research (source: TORA) estimated that the 2008 experiential

delivered £1.071m profit to Müller, less the cost of activity (£621,000), making the business a net ROI of £450,000. The research also found that each person told an average of 5.4 consumers about the activity, increasing brand advocacy.

2009 research from 2CV evidenced a 200% return on budget through post activity pot sales (based on consumer research results.)

It was this adherence to independent evaluation, coupled with loyal clients, repeat business, upscale logistics and convincing ROI that made Sense the judge's choice for Agency of the Year.



Bluewater's Richard Isom is sandwiched between Brian Blessed and the Sense team as Arcstream AV's smoke effect clears.

Silver: Ignite

With Vodafone, Ignite delivered both the campaign of the year and the most innovative campaign. Both these campaigns were creative and resourceful. The agency is one of the best in the business at taking a hot sponsorship property and bringing it to life.

With two exceptional Vodafone activities under its belt and the kudos of being a cutting edge winner and for delivering campaigns that had great social networking, Ignite ran very close to gold.

The agency also delivered a slightly more traditional campaign for Carlsberg, showing an excellence in roadshow logistics that was highly impressive.

The Carlsberg Team Talk Roadshow was not cutting edge, but it was, nevertheless savvy in its use of

technology, engaging England fans to record a Team Talk for the team that was edited to put them in a dressing room scenario and uploaded to Carlsberg's Youtube site. It gave the brand an opportunity to engage with its customers in an immersive way. This allowed the brand to directly align itself with the aspirations of the Nation, therefore making the brand an integral part the England football supporters' spectator experience ahead of the start of the World Cup.

The results were excellent. Ignite delivered 67 events across 47 days. 85% of competition entries were recorded at road shows (with other entries via mobile/online promoted online, on pack and in store.) Approximately 16,000 Carlsberg money-off vouchers distributed to shoppers.

The integrated campaign achieved sales for Carlsberg +11% and Carlsberg Export of +11% and +29% respectively based on the same trading period the year before.

Sponsor: Bluewater Blank Canvas

With media space worth £380,000 up for grabs, Bluewater's Blank Canvas challenge is an industry initiative the FMBE awards has been proud to associate with. With Small, Medium and Large Canvases prizes there are opportunities for any customer facing brand. The closing date for entries is nearly upon us - 30th November. Visit www.blankcanvas.uk.com



Ilan Jenkins, senior brand manager, Carlsberg UK stated

"Ignite were appointed as a new agency to the Carlsberg roster to lead the experiential element of the Carlsberg Team Talk campaign. This was a decision we have never regretted. Ignite exceeded expectations at every stage in the campaign with first class account management, excellent creative ideas, efficient route planning, management of CSR best practice and most importantly

extremely slick and entertaining delivery when interacting with consumers. A trusted partner that I would whole heartedly recommend."

In straightened economic times, some big experiential event and sponsorship activation agencies took a backstep. Ignite avoided that with flexible thinking and very smart measurement of amplification, proving that brands would still invest in bold creative if the likely returns could be clearly understood.

Brand Experience Agency of the Year

The leading agency will be decided in favour of the agency that has received commendation from the judges in more than one relevant category and for more than one brand. Contender agencies will also be asked to provide

confidential evidence of sound financial management and sustained or improved billing levels through the relevant period.

Bronze winners: Carat Sponsorship and Jack Morton Worldwide.
Finalists: iD Experiential and TRO.

Previous Winners
2009 TRO;
2008 Carbon;
2007 RPM

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Rising Star Award

This new award is an industry first. A real brief for rising brand experience marketers to answer with a collection of rewards for the winner

The premise for Rising Star was decided just a few months before the awards and was quite ambitious. A discussion with sponsor Nick Hill, SpaceandPeople made a platform that FMBE had wanted to achieve, suddenly look viable.

The ambition was to show to the world that the growing discipline of brand experience was one of greater and greater professionalism and an exciting place for graduates and younger marketers to establish themselves in creative careers.

As far as we were concerned the best way to test the industry's growing talent would be to ask them to answer a brief. A fictional brief for a fictional brand would be a possibility, but a fictional brief set by, and judged by a real brand would be better. Better still would be a real brief from a real client with a good chance of a live roadshow to run at the end.

SpaceandPeople made this much more likely to happen by agreeing to provide two free venues for any live campaign.

Armed with this, we turned to Belvoir Fruit Farms, the elite cordials business, a lovely brand awash with organics and quality ingredients but also an affordable luxury that is stocked in all of the major grocery multiples. Crucially, Belvoir has not undertaken any experiential work before and better still was prepared to entertain the idea of a young talented experiential marketer leading them through a roadshow in 2011. The budget for the brief of £30,000 was challenging, but not impossible – we have many award entrants in 'Accountability' on that kind of budget. But the best news of all was the full-on way in which Belvoir bought into the Rising Star concept. The company loved the idea of working with new talent and the brief they provided offered a good deal of room for creative interpretation. They wanted ideas that would fly. They wanted to be presented with every positive reason to press ahead with a live campaign run by that Rising Star.

It was a positive attitude matched by clear practical guidelines and good answers to questions asked by the award entrants.

And what entrants we found! Entry was a two stage

process. A response to brief by PDF or Powerpoint and an interview with the four best.

These four finalists were:

Nadia Aminzadeh, Lime

Carmen Byers, Sense

William Courtney Hatcher, Lime

Diana Petre-Mag, Carlson

Carly Hooker, EMS and Nina Furey, VIA could consider themselves especially unlucky not to make this final four, and were commended by an impressed Lawrence Moore, sales director, Belvoir Fruit Farms. "I'm very impressed with the standard", he told us, "with candidates like these, the industry seems to be in rude good health."

Lawrence and his colleague, channel marketing manager Marie Dyce came to London in September to meet all four finalists and Nick Hill at SpaceandPeople's London office. At the end of an intense afternoon we all felt that we had had and detailed lesson in branding, in communication, and in brilliant ideas. Belvoir was engaged in a tougher exercise than they initially anticipated after witnessing four very accomplished presentations from very likeable individuals.

They witnessed:

- An engaging creative concept and an upcycle of existing marketing materials and trailer, from Nadia
- A passionate 'pick your own' concept from Carmen, together with a great understanding of delegation management
- An analytical EPOS-sales focussed approach from Will
- A scaleable retro-glamping creative from Diana, presented with thoughtful props

After a week of deliberation back at HQ with the MD of Belvoir a winner was decided. The toughness of the decision was confirmed at the award's night by Nick Hill who jointly-presented the award with Marie Dyce.

Gold: Carmen Byers, Sense

Belvoir were so impressed with Carmen that, at the time of writing, one option suggested by Belvoir is to take her idea forward on an enlarged budget.

The details of Carmen's master plan will form part of a series in Field Marketing Magazine. Suffice to say that her proposal:

- Showed an excellent understanding of the brand and its target audience
- Proved her to be a genuine brand ambassador
- Had a good cohesive creative that struck at the core of the product offering
- Was presented with a series of conceptual drawings and campaign visualisation, provided by colleagues (assistance that was in keeping with the brief).
- Showed awareness for maximising the number of contacts made
- Was open and clear on budget analysis
- Made the link from experiential to field marketing with recommendations for instore displays and enthusiasm to negotiate additional displays at point of sale
- Showed a clear path for evaluating the activity

As winner of this award, Carmen therefore received:

The Rising Star award presented to her in front of the industry elite

A cheque for £250 on the night, from Belvoir

A probable live contract to run for Belvoir and Sense (negotiations ongoing)

If that goes ahead, then the two free venues from SpaceandPeople for the campaign

Ongoing coverage of the activity if/as it progresses, in Field Marketing and Brand X Magazine.

For their part Belvoir have 'won' a very smart campaign leader supported by this year's agency of the year – a chance for their first brand experience campaign to be co-ordinated by a talent who is already being sought out specifically by Sense's existing clients.

Sponsor: Spaceandpeople

Sponsor: SpaceandPeople Like the first Christmas Party, the FMBX awards signal the start of the run in to the end of the year. Has it been a good year? Judging by the awards night the quality of what our industry produces has risen again and we have seen another year of Brand Experience growth in the UK and new to the scene there is now growing demand from international brands for venues across Europe including shopping centres, major city centres and transit hubs. In the UK the use of social media and immersive campaigns has grown as

brands look to work through the line. As media owners we have to be able to supply details of all opportunities in the venues that we represent and ensure that agencies are supplied with ample justification for the venues that are chosen - be it geographic, demographic or lifestyle related. Is the future strong for brand experience in 2011? - well all the signs are there, strong demand from brands and their agencies, high quality creative, excellent field staff and well organized venues with a focus on customer service - the industry is in good shape!



L-R
Nick Hill,
Carmen Byers,
Marie Dyce

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Audience Award

This was a new initiative to give the International brand experience agencies a point of focus, and a chance to engage people with very visual campaigns at www.fieldmarketing.com. Videos

Gold: *JWT Milan, Heineken Auditorium*



Harriet Cramer collected the award on behalf of JWT Milan from Stuart Bradbury, Avantgarde

The Audience Award got off to a cracking start this year with two highly awarded non-traditional campaigns – Cannes winners - coming up against work that was developed with a sampling or design-led experiential focus. The winner also won Cannes gold.

The Brand Challenge

Heineken is the sponsor of many entertaining events (such as concerts) and is the main sponsor of the UEFA Champions League.

Heineken's focus target in Italy is young males between 18 and 24. But they are getting older. Duties and responsibilities put at risk their loved moments spent with friends drinking a beer. The challenge was to remind them of the importance of preserving their beer moments, and in Italy watching football with friends in front of the TV is definitely the most relevant one.

The Big Idea

The perfect occasion was offered by the UEFA Champions League big match Real Madrid – AC Milan. The same night we arranged a fake performance combining classical music and poetry in an Auditorium. Helped by our accomplices we convinced 1000 unaware AC Milan fans to sacrifice the crucial game on TV for the concert. We revealed the trap just in time to make them enjoy the match on a big screen, turning Heineken's sponsorship of UEFA into a unique live brand experience.

Why It Worked

1136 victims caught in the trap. 6.6 million people watched the event live on Sky Sport, 10 million on the news and over 5 million unique visitors on the web (blogs, forums, social networks and news websites).

Runner up: *Inspira Marketing Group, Interstate Summer Snow Days*

A more traditional piece, but the budget was less than Heineken and the video appealed strongly because of the exulted faces of the participants.

The Brand Challenge

There is significant consumer misperception about realities of car battery failure (90% think cold weather is the leading cause for a dead battery). In reality, hot weather is more likely to cause battery failure. As a result, battery sales during the summer rival winter sales. Despite this, battery manufacturers still use the winter timeframe to run marketing campaigns to garner share of mind (cluttered environment).

Interstate's challenge:

- Change consumer perception that cold weather is the leading cause of battery failure
- Engage consumers in dialogue about the realities of

battery failure

- Generate awareness of Interstate's "Heat Kills" messaging

The Big Idea

To deliver among Interstate's brand promise of "Outrageously Dependable", Interstate hosted a series of Summer Snow Days in select markets. 40 tons of snow was produced at five Minor League Baseball games in July and August 2009, complete with 16' sledding hill, snow play-land, inflatable bouncing house, snow cone sampling and more.

This highly unexpected and engaging event was designed to entertain "kids" of all ages creating the opportunity to educate consumers on the realities of battery failure and encourage them to visit an Interstate location to have their battery checked.

Why It Worked

Generated over 72 million impressions nationally, 24 million in the 5 priority markets, which is over 2 impressions for each person living in these 5 metro areas (total population of 11.5M). 92% of media coverage hit target messaging, mentioning the heat kills message including:

Campaign drove 178,000 searches using the online dealer locator indicating heightened concern for battery failure during the summer.

Over 22,000 people participated and the average length of engagement was 19 minutes. 87% walked away with the belief that heat is the leading cause of battery failure and would consider buying Interstate the next time they needed a battery.

Runner up: *TBWA/Chiat/Day, Gatorade Replay*

The Cannes Grand Prix winner was left behind by the Heineken team it beat at Cannes, though some commentators online felt that this entry left a legacy that was hard to beat.

The Brand Challenge

7 in 10 adults aged over 30 don't exercise regularly. And thus aren't using Gatorade like they used to. The challenge – to reignite the athletic spark among this 30+ age group.

Gatorade wanted to do more than simply say something from the TV. It wanted to be about getting off the couch and doing something. Gatorade wanted to weave the DNA of its brand into the DNA of culture to find more authentic connections with its audience. Actions would speak louder than words so they set out to: 1. Allow people to experience what Gatorade stands for – A Catalyst for Athletic Achievement. 2. Demonstrate Gatorade's functional reason for being – Fueling

Athletic Performance.

The Big Idea

Fuel an opportunity every athlete dreams of - a second chance. Gatorade reunited the original players – now mid 30s – to replay a high school football game from 1993 that ended in a 7-7 tie.

Why It Worked

Game sold out in 90 minutes. 15,000 in attendance. Game aired on TV in primetime across 2 states. Created news, not advertising. Generated US\$3,415,255 worth of earned media from just \$225K in paid media. 14,000% ROI. 6-page editorial spread in Men's Health. Named as one of CNN's Top Stories of 2009. REPLAY is now a documentary television series, broadcast to 90 million households. REPLAY Seasons 2 and 3 have been announced. Thousands of athletes have petitioned Gatorade to be selected for the next REPLAY game.

Sponsor: *Avantgarde*

We create Fans for brands through Live Experiences

Some people will go to extraordinary lengths to convey their brand allegiance. We like to call them brand fans as their brand relationship is rooted in emotion as a result of personal experience. Brand fans are worth their weight in gold. They freely wax lyrical about brands, and will fiercely defend them in the face of adversity. With the rise in influence of social media channels, brand fans can play a pivotal role in brand success



– on an international stage. Where experiential budgets used to be evaluated on the basis of achieving column inches or number of database contacts, it's now about the creation of brand fans.

Avantgarde operates 'on the ground' in 23 different countries and works with a plethora of global brands. Our mission is to ensure that target groups can walk away from our Live events armed with the right social currency and the motivation to evangelise about brands.

Finalists

Insglueck, Hannover Messe (Germany); OgilvyAction, Robin Hood (Canada); Ratcliffe Fowler Design, Nike (South Africa)



We Create Fans, Not Contacts Avantgarde Live Marketing

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