



Accountability Award

The category champions open client relations, clever budgeting and effectiveness – an important capability for face to face to prove and champion. Beneath the lead six entries there was not the same strength in depth as other categories.

Smoking kills 86,000 people a year in England and an additional 560,000 are admitted to hospital. GPs hold 8 million consultations in connection with smoking related diseases and issue 7 million prescriptions. Smoking disproportionately affects the least well-off and more than half the difference in life expectancy between rich and poor in England is due to smoking.

NHS Birmingham East and North (BEN) covers an area with significant smoking related health issues but has set itself the goal of achieving the lowest smoking prevalence of any UK core city by 2018.

Adept has been developing experiential social policy marketing solutions since 2006 and has been working with Dr Foster Intelligence, a specialist social policy marketing agency since 2008. Together they developed an initial face-to-face campaign for NHS Birmingham East and North in 2009.

This year Adept was commissioned again to develop a new highly-structured smoking cessation campaign with high goals and a limited budget. Following a Fight Back theme, the campaign team had use of the shocking film produced for the NHS showing a smoker being beaten up by an invisible attacker – a representation of the damage smoking does.

Adept provided a full budget breakdown sheet for the £41,169 that they billed – every litre of fuel, promotional item of clothing, managers fee, plasma hire and statutory holiday pay.

Adept's agency fees were, remarkably, incentivised. If not enough smokers were referred, Adept would have to rebate.

Adept's client's key target was male smokers and specifically 'white van man' – a notoriously hard to reach demographic segment that has seen it all and heard it all and doesn't want to quit. The aim was to ensure that more than 1150 such people agreed to book an appointment with a local pharmacy to start to quit smoking.

Adept's activity fell into three phases:

1. Ensure local pharmacies were aware of the campaign and were well stocked with campaign materials.
2. Take the Fight Back campaign

Gold: Adept & Dr Foster/NHS Birmingham



platform onto the streets of Birmingham.

3. Follow up activity by phone and SMS

Dr Foster Intelligence was able to provide indications as to which areas within this NHS region suffered most from health inequalities linked to smoking. This information provided Adept with a broad map and defined the area for the first phase of activity – merchandising campaign materials to the pharmacies and identifying times when they could receive smokers for an initial quit smoking appointment.

- The key target community – retail parks with a dominant DIY brand. Locate a promotion at no cost – Adept had no budget for promotional sites.
- Hit sign up targets – Adept needed to find 55 smokers every day of the campaign.
- A mobile unit was used. And moved quickly to where the crowds were.
- The Adept team were trained to offer lung ageing tests, which demonstrates age as indicated by your lung function, and carbon

monoxide testing equipment to help show smokers how much poisonous CO gas they have inside them.

- The trailer also featured a real pig's lung infected with cancer to show what would happen to a smoker who developed lung cancer.
- Within 24 hours of anyone signing up to start the quit smoking programme, they were contacted by a trained contact centre team to confirm an appointment with a local pharmacy. Adept called each contact twice and sent them an SMS

message ahead of their confirmed appointment time.

Results

Overall the campaign:

Achieved a 68 increase in the numbers of local residents setting a quit smoking date, visited 9 locations throughout the NHS region, prompted 1169 smokers to ask for support from their local pharmacies; ensured attendance at those appointments was well over 50 per cent and dramatically higher than on previous campaigns.

Silver: Gekko, Packard Bell

Packard Bell was one of the leading global PC brands throughout much of the 1990s. In the UK it enjoyed a significant share of the market on the high street through its strong relationship with the retailer DSG and targeting of the Home PC market. However as the decade drew to a close and for much of the 2000s Packard Bell saw a considerable decline in its fortunes and it was eventually

withdrawn from the US market. Concerns about reliability and high return rates damaged the brand and meant that fresh impetus would be required to revive its business.

Gekko told their part in turning this around with 200 demo days brought in under budget at just £39,962. 5976 demos delivered 880 sales at an average sale price of £472 (up vs. industry average of £398.42).

Accountability Award

This award recognises effective use of budget using any face to face marketing activity. Entrants must be prepared to share a detailed budget breakdown of their activity showing

the amount of money committed to the activity by the client, a breakdown of objectives, costs and results.

Bronze Winner: Candour, Andrex Shea Butter.
Finalists: Blackjack, Scholl; Circle, The Football League; Link, Real Crisps

Previous Winners
2009 Gekko, Canon;
2008 Hotcow, Thomson Fly



Promotional Team of the Year

After hours of judging we nearly declared a six-way tie, until eventually some points of difference did emerge. As anyone attending a branded event will know, the standards are up massively on a few years ago.

Gold: iD Staffing

Fruit Shoots

Some might say that providing the staff for the best roadshow of the year (Fruit Shoots) was a sure way to success in this award, but in fact the underlying truth is the other way round. Fruit Shoots could not have won gold without the fantastic performance of iD Staffing. The staff lifted a very good campaign to brilliant. You can read about the campaign on page 28.

Fruit Shoots demanded staff who were able to perform skills and communicate with children. iD held X-Factor style face to face auditions to shortlist the team; they asked them to perform a specialist skill with precision and confidence and then show us how to do it, so we could also assess their ability to explain the technique and also their patience – being able to do something yourself and teach it are two very different skills.

Successful candidates were invited to return for a second audition and meet the client, who played an integral role in picking the final team. This collaborative approach to picking the skills crew kept the client involved and reassured them that they were being represented by the right team.

The well being of the children was of paramount importance at all times. Every member of the core event team of 9 were CRB (Criminal Records Bureau) checked.

Before each child auditioned, parents were consulted and asked to read and sign a consent form. As part of their training, the selected team were sent to after-school clubs to practice engaging with children within the target age group.

Intercept research undertaken revealed that the team was critical to the success of the activity: 90% of engagers agreed or strongly agreed that the staff were very positive, friendly and appropriate for the brand.

Aveeno

For Johnson and Johnson skincare brand Aveeno iD Staffing turned out a team of demonstration/ sales professionals. The requirement – 148 natural looking sales girls to massage hands in Boots and Superdrug across Britain and Ireland.

The activity was mystery-shopped for quality with great results that were also born out in the data – 18K demos and a 36% conversion to sale.

VW Polo

Commissioned by DDB London, iD Staffing merchandised VW dealerships and cinemas to co-ordinate the VW Polo Timeless Film promotion. The nationwide campaign also required iD to be on hand to generate 'top up' attendance to the films as well as hosting at the cinemas themselves.

Silver: Kru Live

Hyundai

Kru was tasked by Jack Morton Worldwide to carry out a one-day event at every Hyundai Dealership in the UK (146) over three weekends in the lead up to the World Cup Tournament.

Kru prepared 28 teams of male/female pairs (all of whom required a driving licence to drive a branded Hyundai vehicle) as well as regional managers and local staff. All staff needed to be between 25 and 35, have a knowledge of football (one of each pair having excellent technical football skills) and have experience working on a nationwide tour.

Kru delivered a 100% attendance and a logistical masterplan that underpinned a highly successful campaign. Hyundai's PR asked Kru to continue with them by staffing fan parks during the World Cup itself.

Milk

Last minute provision of 20 dancing choreographed costume cows for 'Make Mine Milk' by Kindred, put a big tick in the versatility/flexibility box with judges. And that was before Kru went on to Field Manage Kindred's live activity at T4 on the beach providing a blend of riggers and face painters.

Air Asia

Kru was tasked to recruit two separate teams of 15 male and female staff for two events, one in Broadgate the second at the Moto GP event in Silverstone. All staff needed to be of Oriental, Asian or Australian ethnicity with modelling experience to fit with the brand's image and flight destinations. The events were also modelled around these destinations with various areas featuring cuisines, drinks and talents from these countries. Thai massage, Australian Wine tasting, Malaysian cooking and Chinese writing were among those the Kru's staff engaged with.

Silver: Mash

Lavazza

A demo and saels team chosen for Iris Experience to demonstrate and sell Lavazza coffee machines delivered the following results:

- Lavazza Retail (On going) – 1,870 machines sales and counting
- Lavazza at the Good Food Show – 205 machine sales over 5 days
- Lavazza at London Fashion Week – 53 machine sales over 4 days
- Lavazza at the Bath Coffee Show – 27 machine sales over 3 days

nPower

Now in its 8th year, Mash is on an extended contract to continue providing the 12 famous nPower cricket girls. The girls have to put in a number of spontaneous media appearances whilst collecting data using PDAs at Test Matches.

Ray Ban

Festival work for Ray Ban, via agency Capiltize gave Mash a chance to show off the passion that their exciting contracts generates amongst staff. One job application came in the form of a video CV posted on Youtube.

The Ray Ban Rooms at the Isle of Wight festival is a cool vibe sales pitch. Now staffed by Mash for 4 years it is delivering £10K+ in sales across 3 festival days, and the team has sold more every year. A karaoke singing and till ringing success.



Promotional Team of the Year

This staffing award is relevant to either staff supply specialists (supplying staff to agencies) or agencies that regularly co-ordinate tactical field or live promotional work using a core staff team across more than one brand. It is not open to contract field marketing teams.

Entrants will provide 3 examples of different activities that use the same core of office managers and leaders in the field, emphasising the versatility through the choice of activities.*

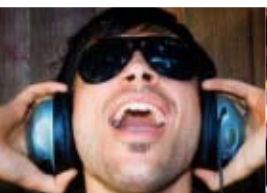
Entrants will show the consistent chain of command and method that has ensured positive results, from the office through to the field or experiential marketing.

The combined examples should demonstrate three or more of the following: quality brand ambassadors; staff selection policy; staff/agency loyalty; good attendance records; special talents and skills; in depth knowledge of staff database; good national or regional coverage; responsibility; ability to fulfil requests at short notice; brand/commissioning agency testimonials

Bronze Winners: Sense Staff, Lime.
Finalist: Hel's Angels
Previous Winners 2009 Kreate
2008 Union

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Special Award: ROI/ROE

The special award for 2010 focussed on FMBE's ability to buck the recession and bring businesses through it. The winner combined FM – sales to trade – and B2B brand experience to brilliant effect.

Silver: Logobrand and Sara Lee

Logobrand initially won a 12 month contract in July 2007 to provide in store support to Sara Lee in the Multiples & High Street.

- Web reporting within 24 hours
- Flexibility to flex callage
- Demonstration of a positive and improving ROI

ROI is at the heart of the relationship. Logobrand was the only entrant to lay bare its relationship with a multiple brand owner and to indicate surpassed expectations across those brands, categories and skus.

One telling statistic was that as a business Sara Lees Advertising and Consumer promotion spend FY 10 vs FY 09 was up +8.4%. Over the same time period spend with Logobrand increased at more than twice this rate +18.2%. The increase in spend has been down to ROI

Underpinned by sales and promotion analysis using Availability Manager, Logobrand differentiates ROI by account, by industry in order to optimise spend.

'Targeted Exceptions', optimising the performance of products that are not currently under promotion,

is fundamental to Sara Lee's FM investment.

Stores are ranked by value of lost sales opportunities and the biggest wins for ROI. Support can be focused on a particular brand or objective as necessary and the focus varies by account by week and by individual store.

Logobrand consulted with Professors from the Marketing School at the University of Nottingham to develop an ROI concept to give clients a robust methodology. The ROI model continues to evolve. The system tracks every sale and stock figure for every SKU on a daily basis storing historic trend information. The promotional calendar is linked in so promotional mechanics and live dates along with anticipated uplifts are taken into account. Each action in store is recorded at SKU level so the impact of influencing the SKU, be it implementing on sale, siting promotional SELs or implementing secondary sitings the impact on sales performance is measured and an actual sales value is assigned.

A formal review with detailed KPIS takes place each quarter and there has never been a KPI that has not been met

Gold: Line Up and Indesit

A total of 450 independent retailers and their partners were taken on an experiential journey exploring the company's brand visions and new products. A huge interactive environment in Battersea's Evolution featured 2 auditoriums, 2 exhibition Expos, 190 product displays, 12 custom-built kitchen sets, a networking area and bar and 25 business booths for one-to-one sales meetings. The event delivered exceptional and unprecedented results. 20,000 orders were placed at the event - double the original target. For every pound spent on the event, Indesit Company earned £12 in revenue from orders taken. Both outstanding statistics in the context of the prevailing economic conditions, and the fact that the event budget was reduced by 25% just 2 months earlier.

Indesit Company is the UK's leading household appliance manufacturer, with a 29.2% share of the market across its Indesit, Hotpoint and Cannon brands. It is a market leader in every category in which it competes.

Independent retailers represent a crucial audience for Indesit Company, accounting for a high percentage of annual sales. Their buy-in at the launch of any new range and their on-going commitment to the company and its brands is essential.

Opening presentations built to a theatrical unveiling of Indesit's new 'Advance' and 'Prime' ranges, revealed using turntables built into the stage. As the music built to a climax, a 5m screen at the back of the stage rose to reveal a concealed walkway leading into the Indesit Expo. Here, Brand Ambassadors greeted delegates and led hands-on trial of 190 free-standing and built-in products, displayed on plinths and fitted into 12 real-size kitchens. In the centre, four informal networking spaces illustrated Indesit's brand values.

Delegates then moved into the café for one-to-one meetings with Indesit Regional Sales Managers in one of 25 business booths.

In the evening, delegates were escorted to the OXO Tower

restaurant.

Day two focused on Hotpoint products, and the reveal of its new state-of-the-art Openspace oven. To reflect the more 'homely' nature of the Hotpoint brand and strapline, "Our Ideas, Your home", dealers were split into more intimate groups of 100. A film, screened on a 4m² cuboid screen suspended from the ceiling, introduced the Openspace oven. Dealers then moved into the Hotpoint Expo for live cooking demonstrations. Hotpoint products were displayed in 'Style', 'Space' and 'Energy' zones. An 'Innovation' zone showcased five extra features hidden inside Hotpoint appliances.

Dealers then moved through an exhibition of Cannon cooking appliances displayed in built-in kitchen units, before a more formal meeting with their Regional Sales Managers to place final orders.

Orders taken were tracked daily:

- Orders for 7,000 units were taken on the first day alone - 70% of total target
- After day three, 20,000 units had been ordered - 100% over target
- 70 retailers signed up as new Hotpoint Centres – the highest number ever in a single trade event

Post-event questionnaires revealed very strong qualitative feedback:

- 98% of delegates reported better understanding of individual brands and qualities
- 86% of delegates rated the presentations 'very good to excellent'

Subsequent to the event, Indesit Company UK enjoyed growth in market share of the household appliances sector, a sector that at that time was in decline.

Jayson Weston, Indesit Company's UK Events Manager, said:

"No doubt about it - this was the single most effective trade launch we've ever staged."



StayinFront's Wayne Galloway (right) lines up with Line Up

Sponsor: StayinFront

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integration with external data and back-end systems. Discover, investigate and take action regarding account performance, marketing activity and ROI analysis. StayinFront allows the focus to remain on the campaign itself rather than the

complexity of the campaign logistics, leading to improved ROI through greater efficiency.

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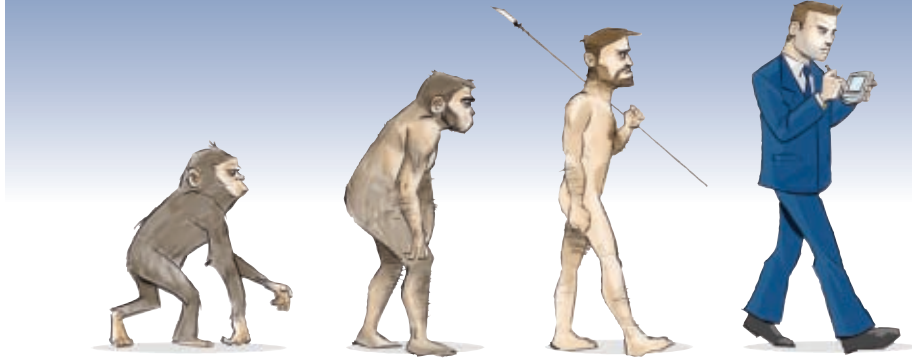
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staff selection policy; staff/agency loyalty; good attendance records; special talents and skills; in depth knowledge of staff database; good national or regional coverage; responsibility; ability to fulfil requests at short notice; brand/commissioning agency testimonials

Bronze Winner: Fieldsmart and Kodak; Wax, Nando's. **Finalists:** REL, Red Bull; Sense, Muller.

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FMBX News
Posted: Oct 9, 2010

VIA Experiential drives retail score for Mitsubishi Pencil's pens

VIA Experiential was selected by Mitsubishi Pencil Co. to manage the company's 2010 Brand Engagement Strategy. It proved to be one of the most successful undertaken by Mitsubishi Pencil Co. to date.

VIA were commissioned to devise and deliver the winning formula which would increase awareness and drive sales of Mitsubishi Pencil Co's new scented ink gel pens (the all Signo Scento) in a National Shopping Centre Tour.

From Newcastle's Metacorn to Laxavale and Blackwater, shoppers were invited to take part in the 'Sketch and Sniff' activity by spinning a wheel of fortune painted with the bright colours of the scented pens. Shoppers were then provided with a jar of the colour prescripted by the wheel and asked to scribble, sniff and guess the correct scent to receive a free pen sample along with a voucher that entitled them to a 50% discount off any Signo Scento purchases from V&A Smith stores. The activity also provided an opportunity to promote its national Signo Scento competition. Running exclusively on line until the 31st December 2010 www.signoscento.co.uk entrants can win prizes such as a family trip to Florida, a Nintendo Wii and other home entertainment products simply by entering the prize 14 digit ID number.

"We generated intrigue and excitement amongst shoppers by engaging with them on a unique marketing platform," said Stuart Barker, marketing manager at Mitsubishi Pencil Co. "By using bright and colourful promotional staff alongside an interactive promotional app, we created significant interest in Signo Scento that will undoubtedly strengthen our retail performance in 2010".

Stuart Barker Marketing Manager said "I was very impressed with the creativity and implementation of our experiential campaign to drive awareness of the unusual Signo Scento range. Equally impressive was the quality of the campaign being in mind that I only briefed via 2 weeks before the activity was to start - Highly recommended".

"The feedback received was overwhelming with people of all ages reminiscing about the scented pens from yesterday. Today thanks to the range of fun, snail and sweet scents, we're pleased to say that writing has never smelt so good".

VIA is the newly launched Experiential division of field marketing Agency Devise based in Windsor.

Field Marketing & Brand Experience

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About Field Marketing
Field Marketing is the single most important part of the sales and marketing mix.

There, we've said it.

When you have a brand in the market place it takes on a life of its own, a character that is defined by the way it is presented and by the way shoppers as consumers perceive it.

On the journey between manufacture and purchase there are a plethora of influences, conditioning and buffering your brand. There are your own influences - the product itself, its advertising, packaging and promotion. There are the same influences from competitors aiming to knock your product pieces off course. Then there are the influences of retailers - stock agreements, shelf plans, display agreements. And there are exterior influences from an ever changing cast of consumers, shopping outlets, weather, technology trends, lifestyle choices and more.

Field Marketing allows you to take control of the way that your brand is presented by retailers and to understand the way that consumers engage with it. Typically Field Marketing measures activity at point of purchase, as the multiple influences on the living brand can be understood in terms of actual sales.

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Field Marketing and Brand Experience Awards 2010

Thank you for voting at the Field Marketing and Brand Experience Awards 2010. You may have spotted your names on the 'W' Posters at the awards ceremony and now you can see all the action from the night on our awards gallery.

FMBX News
Posted: Oct 20, 2010

Flourish in Israel tribute for Widlife

Brand experience agency Flouish has been appointed to activate the HTC Widlife Experience, a unique pan-European competition designed to bring the social networking features of the Widlife smartphone to life.

HTC select visitors to their Facebook page what they would do if they could gather all of their virtual Facebook friends together in one place. Working with HTC's strategic creative consultancy Teamcity, Frank and production company Next, Flouish will deliver an event in a different European city each weekend until the end of November at which the winners will get to live out their personal dream.

History was made in Warrington. Christine as Laura Hudson from Cambridge was selected to make her wish happen - creating the world's largest bread mosaic. Behind her to honour of her mother-in-law Sandra.

Laura and 46 of her Facebook friends came together to create and assemble the 130.00 square metre centric Sandra's Biscuits with 6.862 slices of bread in three different shades.

The mosaic is officially a Guinness World Record, confirmed as the world's biggest at 17.30pm by Guinness World Records adjudicator Claire Burgess and beating the previous record set earlier this year in Edinburgh, the Netherlands.

FMBX News
Posted: Oct 26, 2010

BCousine gets Flouish in action at stores

From food brand Flouish has appointed BCousine to stage an experiential sampling campaign to build awareness of its new 'Weather Taster' range of quality pre-prepared frozen foods.

BCousine will create a mobile kiosk to tour selected Tesco, Asda, Sainsbury's and Morrisons supermarkets throughout October and November. BCousine Brand Ambassadors will be talking to consumers about the new range and offering them freshly cooked hot samples of the new range. Trailblazers will also receive menus of vouchers to spend in-store. This in-store campaign will be supported by digital, advertising, PR and sponsorship.

Sharon Ritchie, managing director BCousine comments: "It's a widespread misconception that frozen foods can't taste as good as fresh foods. An engaging and informative sampling campaign is the perfect way to counter these beliefs and change people's mindsets."

Blank Canvas - time for Brand Ex to take charge Oct 24, 2010

Category: Face to Face, PR&C Awards, Integration, Experiential, Brand/Experiences.

Posted by: frank

The Large Canvas award alone is worth over £300,000 so to win that what sort of agency or brand team is going to enter? This is a challenge for those that think big, those brave enough to take the free space and maximize it for their brand.

Blender has chosen everything in the mixer - outdoor and indoor event spaces, temporary, washrooms, toilets, table buffers, off protection, you name it, its an option. So its the something for an experiential event agency to push, or for a media buying agency to go for, and then hand out the responsibilities to bills and pieces.

I hope an integrated experiential event agency can take it on, finding partners who necessary to deliver for all the supportive media and not an absolutely marketing event for so to two full weeks next Summer.

Whose arena, it is for the judging panel, meeting for a package that can engage people intensely while entertaining, PR and through conversation networks.

Let's hope that a brand experience agency can lead the way on this, and produce the most polished high scale event ever seen in a shopping centre in Europe.

[Add your thoughts.](#)

FMBX News
Posted: Oct 29, 2010

ID Staffing to tour with new Revlon model

ID Staffing are working with the winner of Britain's Next Top Model 2010, Tiffany Pisani, to promote Revlon's new autumn/winter looks.

Miss Pisani will be working alongside ID Staffing brand ambassadors to demonstrate Revlon's must-have looks for the season, in-store at Boots & Superdrug in London & Manchester. It will be a fantastic chance for fans of the show to meet this year's winner and receive beauty advice from one of the countries leading cosmetic brands.

The campaign will commence at Superdrug in Manchester Trafford Centre on Friday October 29th before moving onto Superdrug in London on 30th October. The next stop is Boots in Bexley Place, London on 6th November and ends at Boots Trafford Centre, Manchester on Saturday 6th November 2010.

Now showing at **FieldMarketing.com**



Most effective stand or display

This is not just a best exhibition stand category.

Last year an in-store display unit won.

This year it was a whole pop-up store.

Silver: Limited Space & Big Cat/CSI The Experience

Gold: Haygarth and Signet

Valentine's Day is one of the busiest times of the year for jewellery retailers. Male purchasers will often buy their gifts at the last minute but they still need them to be meaningful and appropriate to the occasion. The challenge was to take two of the UK's biggest high street brands, Ernest Jones & H.Samuel, to a place where consumers would unexpectedly see them in their hundreds of thousands at a time when hundreds of brands are vying for their attention.

H.Samuel's 'Little Store of Love' was situated at Waterloo Station in prime retail space on the central concourse. Featuring a fun, friendly and appealing creative (a giant gift box) it created a warm and inviting environment. H. Samuel gift finders helped shoppers find a Valentine gift from a selection that spanned affordable treats for new couples to the investment of 'on trend' beaded bracelets.

The Ernest Jones 'Love Boutique' set up residence at Paddington Station and featured a contemporary 'boutique hotel bar' design. Champagne was served to shoppers as they browsed the range of luxurious but accessible gifts on offer, including classic diamond pendants, Gucci watches and stunning silver and gold gift sets.

The disruptive presence of a Pop Up Shop in the middle of two of the UK's busiest rail stations allowed the teams to stand out from the Valentine's brand clutter surrounding consumers during this period. It also allowed them to communicate with most people at least twice a day and in many cases at a point where it is easy for them to engage and purchase on their way home.

The Pop Up Shops were activated in the week leading up to Valentine's day – running from 7am – 9pm to reach commuters and travellers of all kinds. The total footfall through the stations during the live period was 3.37m and our OTS models for such locations and activity estimate that at around 40% of those people passing through the station would have seen the experience in action – that's 1.35m commuters.

The respective stations were also carefully chosen to reflect the key target audiences for each brand: Ernest Jones at Paddington and H.Samuel at

Waterloo with information shared with key partners to ensure this targeting was robust and effective.

Results

- Excellent sales (confidential)
- 89% of people rated the Ernest Jones pop up store as 'good' or 'excellent'
- 83% of people rated the H. Samuel pop up store as 'good' or 'excellent'
- 74% of those who just passed by the Ernest Jones pop up store would consider buying from Ernest Jones in the future, increasing to 87% amongst those who browsed and 100% amongst those who purchased
- 51% of those who just passed by the H.Samuel pop up store would consider buying from H.Samuel in the future, increasing to 84% amongst those who browsed and 100% amongst those who purchased
- 48% would recommend the H. Samuel pop up store to a friend
- 61% would recommend the Ernest Jones pop up store to a friend

Source: HPI Consumer research (137 people interviewed for Ernest Jones and 150 people interviewed for H.Samuel)

With so many brands fighting for share of voice in the lead up to Valentine's Day, this activity created unrivalled stand out at a prime location, whilst driving incremental sales from part-planned and impulse purchases as well as effecting improved brand perception.

CSI: The Experience is an experiential, interactive forensic science exhibit that tours the globe and is based upon the hit TV show. Having already toured the globe, the award winning road show selected the Bullring as their first point of call when they visited the UK and occupied a vacant retail unit on the second floor of the flagship mall. The vacant retail unit was transformed into a CSI haven, incorporating 3 crime scenes and a wide range of forensic labs.

The exhibit started on the 26th February 2010 and ran for 3 months but the supporting media started a week earlier on the first day of the UK's half term break. To launch the opening of the exhibit and to generate the excitement and shopper awareness, it was promoted throughout the centre with ads on their digital screens, 6 sheet posters and escalator vinyls. However, the focus of the media coverage came in the form of Adlift, vinyl posters applied to the entire surface of lift doors sold by Out of Home media owner, Limited Space.

What made the Adlift sites particularly striking was that the UK organisers for the road show, full service events agency Big Cat, had their in house creative department design artwork that emulated that of a lift door. The key difference here was that they also plastered yellow crime scene tape all over the lift printed with the words 'Caution you are entering a crime scene' this was combined with bullet holes in several different places

across the doors. For those who used the lifts the concept was taken one step further but this time, instead of simply standing in a lift, they were surrounded and immersed in a replica 'crime scene' which totally interrupted their mall experience and forced them to engage with the activity. When they stepped foot into the crime scene 'room' which was, once again, covered with bullet holes and yellow crime scene tape, but this time printed with 'Caution you are leaving a crime scene', they were exposed to a mini version of what the exhibit tried to emulate. This created yet further curiosity.

Tickets for the event were sold via Ticketmaster and the first 2 weeks of the road show were completely sold out in advance however this did not include any school party bookings. Following the first week of media exposure that ran over the school holidays, therefore giving plenty of exposure to not only school children but also teaching staff, the exhibit received a large number of school party bookings and the Bullring saw a significant increase in attendance from this group.

The Adlift sites were located at strategic key locations at the centre of the mall and highly visible to not just lift users but the broader mall audience. 90% of the Bullrings 700,000 weekly footfall passes through this area so the exposure was extremely significant at an estimated 630,000 per week.



Most effective stand or display
Entrants will show how the creation or deployment of POS, POP, display unit, stand or roadshow vehicles has driven success in

terms of at least one of the following: brand exposure, brand value, brand perception; creative match with the brand's key strengths; marketing efficiency; sales.

Bronze: Lime, Carte Noire;
Finalists: 4D Design, Sealine; Mobile Technik, Byron Burgers; PD3, Sony

Previous Winners
2009 Sure, 20th Century Fox;
2008 Circle, EA; 2007 TRO, Mini



Logistics Award

This was the first time the category has been evenly contested between FM&BE agencies and the first win for Brand Experience

Gold: Sense, Cadbury

Cadbury concluded their third year of successful partnership with the National Trust to deliver Nationwide Easter Egg Trails to over 1 million people in one weekend. As the agency responsible for the planning and execution of the events, Sense's learnings have been gathered over the 3 years to perfect the logistical support.

Cadbury Easter Egg Trails take place over a 4 day period at over 250 National Trust properties nationwide. Planning of the campaign takes c. 11 months with the project team swiftly developing the following year's campaign whilst the eggs are still being eaten!

Sense's role incorporates selection of participating properties, development of creative execution, staffing of all events and delivery of all collateral to each individual property over the weekend.

Each year the agency takes on responsibility of the following:

- Agency responsible for selecting participating properties based on historical visitor footfall. Tiering of each property into 3 levels of experience follows with geographical planning to ensure a maximum of 1 hour drive time to a property deemed 'Top Tier' Property
- Agency liaises with individual properties over the planning period to answer any questions and concerns.
- The agency manages the sensitivities of a 'partnership' relationship by dealing with individual properties and communicating directly with property managers.
- Property Manuals are developed and the event team call each property to discuss full campaign details advising on delivery

dates for all collateral and eggs

- The agency is responsible for full staff recruitment to complement National Trust volunteers. 515 event staff are recruited.
- 250 x Face Painters
- 200 x Brand Ambassadors
- 50 x Story Tellers
- 15 x Event Managers
- To support the head office team, and provide cost efficiencies for the client 15 x Regional Event Managers are recruited and assigned c.17 properties each. This works far better than using external haulage companies due to the need for an emotional connection with site managers and managing budgets most effectively. A full face to face briefing over a 2 day period is held before Regional EM's head to their respective destinations and deliver all collateral to properties and discuss intricacies of the campaign with each local property manager
- Branded uniforms for all staff members are created by the agency and produced via agency suppliers
- Properties are provided with 'POS kit' specific to their tiering and their individual order requirements. Agency sources all kit, undertakes branding of all elements for consistency and to emphasise Cadbury's association. Agency is then responsible for dispatch of all elements and set up at individual sites.

Tier 1 x 50 sites

- Full Play area kit (soft floor, branded trampolines, art easels, egg & spoon races etc.)



Logistics Award

Entrants will describe the logistics process behind a significant high scale or uniquely taxing campaign meeting one or more challenges

such as: co-ordinating POS storage and delivery, delivering full in-store installation, co-ordinating a complicated roadshow; staging a large event; selecting and co-ordinating a large staff; engineering/building a complex

stand or pop-up store; maintaining launch secrecy; overcoming timing and co-ordination issues, maintaining brand compliance; overcoming council, store or venue regulations; recycling and waste management.

Bronze Winner: Carbon, LV
Finalists: RPM, Hula Hoops; Sure, Avatar, TRO and Headcount, Digital UK

Previous Winners
Fieldsmart, Sky; Momentum, L'Oreal/ Maybelline; CJ Services, Walkers

- Welcome area kit (branded Marquees, banners, bunting)
- Egghead product (up to 10 pallets of product delivered to each property)
- Branded collateral (Easter Trail Papers, Event Posters, Event signage)
- Tier 2 x 150 sites as per Tier 1 minus the play areas
- Tier 3 x 57 sites as per Tier 2 minus the welcome areas
- Storage space is limited at each venue – 3 week delivery window.
- The agency uses its warehouse in Surrey to coordinate all kit (except Egghead product).
- Each Regional Event Manager is supplied with 'contingency kit' on their vehicles. Post drop they contact all sites to ensure all kit has been received.

During the live event they carry back up product and kit and can react quickly to sites within their area requiring top ups. Traditionally Sense transfers product between 10% of properties over the 4 live days to meet changing weather and footfall demands.

- Event managers are responsible for collecting all

kit post activity, removing any unused eggs (1% in 2010) and removing all product packaging to be recycled to comply with the Cadbury 'Purple goes Green' initiative

Measurement & Results

- 257 Nationwide Properties over a 4 day period
- 1.04m visitors in attendance during 2010
- 1,064 total event staffing days (3% increase on 2009)
- 98% staffing attendance across all sites with National Trust Property

Managers research stating

- 98% Properties rated staffing support (incl. Face Painters) as excellent
- 92% rated Cadbury support as excellent
- 100% thought Cadbury involvement made the Easter Egg trails better
- 100% collateral & product elements delivered to all sites 3 days prior to cut off
- 100% compliance in usage of elements across all 257 properties
- 297,000 Cadbury Easter Eggheads distributed

Silver: Fieldsmart & BSKyB

Following the successful management of BSKyB's 2009 store remerchandising activity, 'Project White', FieldSmart was awarded 2010's remerchandising programme but this time with the added logistical complexities of increased Point of Sale requirements and an entirely new client team at BSKyB. 2010's 'Project Refresh' was a uniquely taxing campaign with numerous logistical complexities such as:

- Full in-store POS refresh of BSKyB displays across 408 Curry's stores
- 72 hour completion window
- 100% coverage
- Over 50% of all store visits achieved on Day 1
- All POS sited within 48 hours
- 15,489 items of Point of Sale sited
- 98% display compliance achieved

- 58 store 'Bento' Trial project running concurrently
- New format of in-store consumer sign-up
- Highly successful with FieldSmart deployed by BSKyB to roll-out the campaign across 884 stores shortly following 'Project Refresh'
- Integration of an entirely new Client-side Account team
- 13 day lead time
- FieldSmart created and maintained a BSKyB stores database, grading stores on POS requirements and creating bespoke POS kits
- Complete confidentiality maintained until day of launch
- 112 field staff recruited
- Warehouse and distribution partners briefed and non-disclosure agreement delivered



Field Marketing Agency of the Year

REL and Red Bull have been such a successful team at these awards that it is easy to overlook the passion that runs through the entire agency. Silver in Team of the Year for the for Motorola and the blossoming of the Sainsbury's tactical team tells a more versatile picture

Gold: REL

REL did not win this award solely on the strength of the Red Bull team. The agency also could not have won this award without Red Bull. The team stormed to two wins that had the rare effect of unanimity amongst the judges. This team's comprehensive win in brand/store relationship was the case study of the year and the one the judges kept going back to. With Red Bull it is the little touches that pull together the big success claims, the great relations between this massive business and the independent garage forecourts showed the supreme skills of the brand ambassadors that REL has brought to the account. Such a level of advocacy from store to store is a true rarity.

Underpinning that team of friendly strikers is a steel core that will push at the competitive barriers. Judges witnessed a fascinating dual between the energy shot launches of Lucozade and Red Bull and a 'till not chill' morning mantra ringing in the heads of these smooth sales operators.

If Red Bull headlined the REL ethos and led the way to this award it was Motorola and Kettle that took REL across the line.

Motorola is the one to watch. An emerging team, it was still deemed strong enough to edge out Retail Marketing Group and LG for silver in Team of the Year, quite a feat as the LG team has become one of the best drilled in the business and was the only one (before Motorola) that is currently displaying the same level of team motivation as Red Bull.

The REL/Motorola team presents itself in a very different way to Red Bull – unsurprisingly as it is a very different brand and brand challenge. A team of 8 was given a four month window in which to show its potential to deliver the best sales team in the handset market. REL recruited smart media-savvy brand ambassadors using Facebook, Gumtree and The Grocer and equipped them with great kit and uniforms. The team was co-ordinated and motivated using the handsets and 'apps'. A challenge to deliver quirky in-store photos was a fun idea to kickstart the feedback strategy.

The team started to deliver in a number of environments - in stores at shopping centres and at events. Motorola started to throw more weight into the contract before



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

the 4 month trial was up and it was duly extended. The ongoing 'Moto-GB' team all went off to Barcelona for the Mobile World Conference.

Training and motivation have been at the centre of the team's rise with brag books being compiled by team members so that they can compete for Employee of the Quarter rewards. The first quarter prize was Motorola Ducati/Spa trip to Spain.

An 'App of the Week' competition allows team members to compete with their preferred Apps and if selected the App becomes part of the retail training presentation.

In her testimonial, Claire Jeavons-Fellows, UK marketing manager, Motorola wrote "We have gained significant momentum with this team and it continues to rise with every product launch that Motorola do. They have injected Motorola with a much needed dose of fresh eagerness and their Facebook updates are now becoming legendary in the office!" Marketing director, Motorola, Tony Satchwell added, "Their infectious enthusiasm rubs off on everyone they meet and train."

If Motorola's emerging force helped REL across the AoY line, the first award-entry fruit from its accredited status with Sainsbury's, a case study of the process with elite crisps brand Kettle made certain. This one just missed out on top six status in Tactical Marketing. REL called at 273

Sainsbury's stores for Kettle during their crucial Christmas campaign. In total 34,339 packets of Kettle Chips were merchandised onto the Corporate plinth, main fixture and any secondary displays across 3 half-hour visits through December.

Servicing the busiest periods was

Silver: FSS

With Gold in such a key category as Merchandising and Compliance and a strong silver in Retail Training/Mystery Shopping with Esso, FSS was always going to be a strong contender for AoY. These were two very analytical entries that showed our judges a very convincing approach that showed how a sound methodology leads to dynamic results

The Silver award for Sara Dixon in FM Brand Ambassador of the Year gave a different aspect of FSS's fabulous relationship with Cadbury and Trident, showing how those

originally a doubt cast on the Sainsbury's accreditation programme. Here was evidence of a high volume activity being delivered to the satisfaction of the client – and further evidence of REL's ability to build relationships.

analytical results are being achieved by a supportive team behind special brand ambassadors. An integral part of Cadbury's Easter Blitz, Sara was asked to achieve 4 additional displays per visit. In fact she averaged over 26. The general manager of one Asda store testified that Sara worked in their store from 8am to 4.30pm putting up clip strips with the effect of increasing sales by 200 per cent.

Judges noted that the agency flexibility, motivation and staff empowerment had put the right platform in place to allow this kind of effort to succeed.

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



Field Marketing 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 Winner: eXPD8
Finalists: CPM, Fieldsmart, Service Innovation Group

Previous Winners
2009 CPM;
2008 Gekko;
2007 REL.