

Case Study | Marketing Excellence Awards

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The National Lottery

Knowing that the CIM is recognised as the world's leading body for marketing, we decided to enter their Marketing Excellence Awards on the back of our campaign for the Olympic and Paralympic Games 2016. We knew there would be a lot of great campaigns and brands that we'd be up against, but we felt it was worth a shot to try and get an award from an organisation that has all the credibility and prestige of CIM. We went and won not one, but two categories – Best Integrated Campaign and Best Marketing Partnership.

The National Lottery was the biggest funder of Britain's Olympic and Paralympic athletes in 2016 and our campaign spanned across multimedia touch points to endorse the idea that by playing the National Lottery, you too could be a key part of the sporting events. The message was spread across TV, radio, point of sale and social media – so the whole 360-degree marketing mix – activating the core campaign message that 'I am Team GB'.

This culminated in a major public event on the first Saturday of the Olympic Games, in which we invited the public to get out and get active at one of 2,600 events across the UK, which hundreds of Olympians attended. In support of this, ITV even switched off their entire network for one hour to encourage the nation to take part in the UK's 'biggest ever sports day' after the Rio 2016 Olympic Games wrap up.

Besides ITV, there were two other major partners of the campaign – the British Olympic Association and UK Sport. Having these four different brands – all significant organisations – involved in an event on people's doorstep that got the nation feeling as though they were standing shoulder to shoulder with Team GB was ultimately what won us the award.

There was a huge amount of planning involved, with senior stakeholders from the four organisations coming together for a whole day every week for 10 weeks to help co-ordinate and execute the campaign. Having that level of commitment and close working relationship was, I believe, what made the campaign such a success. But when you're working on such an inspiring proposition – that is, trying to drive a healthier and more active nation – it's extremely motivating, so we weren't surprised to have such strong buy-in from the start.

The competition entry process was a useful exercise in itself because it's always good practice to boil down the key salient points of a campaign into a succinct account. We had to put in a separate submission in for each category, whereby we made our case within the allotted number of words, underpinning the objectives, strategy, execution and outcome.

Then came the wait – until the awards night, when we were declared as winners twice over. Frustratingly, I couldn't be there on the night, but the rest of the team said the atmosphere was amazing – and in many ways, that buzz hasn't gone away because getting such a great endorsement of our hard work has given our organisation a real boost.

The Marketing Excellence Awards are the pinnacle of recognition from the CIM – and given the kudos this professional body has, winning one of the awards is as good as it gets, in our opinion. So I'd have absolutely no hesitation in recommending to others that they enter.



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Andrea Price

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BAXI Heating

As a marketing team, we've been on a huge journey in the last few years. Entering CIM's Marketing Excellence Awards was something I was really keen on because I wanted the team to receive some external recognition of just how far things had moved. The team had seen for themselves the significant impact the changes had made to the success of the business, but for a body as well-known and respected as the CIM to say we were the Marketing Team of the Year would, I felt, be the icing on the cake.

To set the scene, we used to be a reactive, sales-led marketing team that didn't have much, if any, interaction with the customer. Nor did we have a massive amount of respect from those at the top of the business. The push to change that came five years ago when sales were dropping and nobody really knew why. So we invested a lot of money to really get under the skin of the customer, then interpreted the findings to find solutions to completely transform the business.

We kicked off with every kind of research we could think of to understand the customer and we invited others from the business, particularly the sales directors, to come along to the focus groups and sit behind the glass. Rather than presenting to them about what we, the marketing team thought of the research findings, we wanted them to actually hear for themselves the voice of the customer. Then we worked together to realign the business.

A major part of this was a complete restructuring the marketing team. In the past, we always got marketing people from within the industry and the team was very male-dominated and completely lacking in anyone to look after areas like digital. We decided to focus on getting the right skill set of the people,

regardless of industry knowledge, then train and develop them with a clear vision and mission of where we were going. We now use a coaching style approach to training to empower our people and we make sure everyone has the right skills, using CIM or other courses. We use agencies where relevant and we remain extremely focused on the voice of the customer.

We'd entered the CIM awards last year, so completing the paperwork for this year's entry was easy enough – and it hadn't been difficult back even then. The difference this time was that we were better able to prove the ROI. The whole team came along to the awards night, along with some key partners, so we took up three tables – and when our name was read out as the winner, you wouldn't believe the amount of screaming and hugging. We all went up on stage and it felt like we'd won the Oscars of the marketing world.



The sense of motivation that came from that night is hard to exaggerate. You can see by people's body language and the way they still talk about it that it means the world to them to have their hard work and efforts acknowledged as outstanding. The team, which already got on well, has bonded further and the wider company respects us even more.



I'd 100% recommend entering these awards. You don't have to be Coca Cola or Virgin, with their huge marketing budgets, to make an impact and for the CIM to recognise it.