



RECOGNISING

**MARKETING
EXCELLENCE**

**ACROSS THE BUILT
ENVIRONMENT**

cmma

construction marketing
AWARDS 2013

cmawards

**construction marketing
AWARDS 2013**

The prestigious Construction Marketing Awards are highly regarded as a measure of excellence in construction marketing and business development.

Now in its 13th year the awards, organised by The Chartered Institute of Marketing Construction Industry Group (CIMCIG), are an invaluable opportunity for recognition; a way to showcase creativity, innovation and effectiveness in your company's marketing and/or business development strategy.

The CMAs raise the profile of marketing professionals and their achievements. Being shortlisted is a statement of your organisations achievement. Winner or Highly Commended is evidence of your achievement via the display of an award logo and award trophy.

The winners are outlined in the following pages and our congratulations go to the teams involved.



"Last year's Construction Marketing Awards were possibly the best that we had seen in their 12 year history and set a benchmark for this year that would be very hard to match, let alone beat. It is with this in mind that I am proud to say that the number, range and quality of entries in the 2013 Construction Marketing Awards achieved that and made the judging process particularly difficult, whilst enjoyable.

Our winners have demonstrated that clear objective setting, diligent planning and relevant execution delivers results. So yet again we have been presented with some excellent work and some fantastic case studies where companies within our industry are using the profession of marketing to lead the business to more profitable times. In so doing, the Construction Marketing Awards 2013 have raised the bar even higher for 2014.

CIMCIG is proud to run these Awards and delighted to present this summary of the winning campaigns. Collected together, these represent the very best within the construction industry and demonstrate the skills and enthusiasm prevalent within the sector."

Ian Exall (Chair of judges) - Head of Marketing, Aqualisa; CIMCIG Chair

Congratulations to all those shortlisted

Shortlisted Entrants

Strategic Planning and Management

Lafarge Tarmac
EH Smith - MRA Marketing
Reynaers at Home

Sustainability Marketing Strategy

Jewson
Carillion - CIB Communications

Best campaign under £25k

Brandon Hire - Alive
Clugston Group – Shrewdd Marketing
Design & Display Ltd – Harris Associates
ISG
RICS – Royal Institution of Chartered Surveyors

Best campaign over £25k

JELD-WEN - Jaywing
Lafarge Tarmac
Minster Roofing and Roofline
NHBC

Best product launch

Howarth Timber Group – Harris Associates
JELD-WEN - Jaywing
Knauf
Lafarge Tarmac
Safehinge – ThinkFrog Marketing
SWISSPACER – MRA Marketing

Best use of Press and Public Relations

Lafarge Tarmac
Polypipe – Refresh PR
Sustainable Building Solutions -
Willoughby Public Relations
Tata Steel and British Constructional
Steelwork Association

Best use of a website

Door-Stop – MRA Marketing
Carillion – CIB Communications
Contour Casings
JELD-WEN
Tata Steel and British Constructional
Steelwork Association

Best Digital Campaign

Isover, Saint-Gobain – indigoRiver Creative
P C Henderson Ltd
RIW Ltd – CIB Communications
Weber, Saint Gobain – indigoRiver Creative

Best social media campaign

British Gypsum – Tangerine B2B
Knauf Insulation – CIB Communications
Lafarge Tarmac

Best mobile campaign

Lafarge Tarmac
P C Henderson Ltd

Best use of Events and Live Marketing

CBG's OPCN
Celotex – CFA
Everglade Windows – Balls 2 Marketing
Howarth Timber Group – Harris Associates
NICEIC

Best use of Direct Marketing

Certsure – Cogent Elliott
RICS – Royal Institution of Chartered Surveyors

Best use of Advertising

Celotex – CFA
Murphy – MGA
RICS – Royal Institution of Chartered Surveyors
Weber, Saint Gobain – indigoRiver Creative
Westco Flow Control Ltd – Marketecture

Best Branding and Positioning

AluK (GB) – The Think Tank
Lafarge Tarmac
Polypipe Building Products – Rare Creative Group
Reynaers at Home – Mobas/Iceni

Best Professional Services marketing campaign

Consumer Credit Solutions – MRA Marketing
Build Check Ltd – Balls 2 Marketing
Dexter Moren Associates
Groundforce

Agency of the Year

Alive
CFA
CIB Communications
Rare Creative Group
Ridgemount PR
Saentys

Marketing Team of the Year

Celotex
Certsure
Polypipe Building Products
Tata Steel and the British Constructional Steelwork
Association

Young Marketer of the Year

Crofton – Katie Neal
Cundall – Joanne Sim
Novus Property Solutions – Sophie Seddon

CIMCIG thanks all of our judges for giving their time. We are fortunate to be able to call on such a diverse range of talent and experience.



Andy Cassie - Managing Director, CIB Communications



Mike Conway - Director, Camargue



Andrew Cushing - Marketing Director, Gibbs & Dandy Group



Ian Exall (Chair of judges) - Head of Marketing, Aqualisa; CIMCIG chair



Anna Hern - Director, Ridgemount PR



Iain Lovatt - Director, Blue Sheep



Dave MyCock - Head of Marketing, Shepherd Gilmour, CIMCIG committee



Rick Osman - CEO, Highwire Design; CIMCIG committee



Justin Ratcliffe - Chief Executive, Council for Aluminium in Building



Deborah Rowe - Consultant, Sheba Marketing; CIMCIG committee



Joanna Stark - Head of Marketing, SIG



Ross Sturley - Principal, Chart Lane; CIMCIG committee



Adam Turk - Commercial Director, Polypipe Terrain



Richard Watkins - Director, Primary Contact



Jason Woodford - Director, Sitevisibility

We are **not** corner cutters. We are **not** scenic routers. We are **not** tell you what you want to hearers. We are **not** fluffy speakers. We are **not** grey sock wearers. We are **not** safe players. We are **not** giver-uppers. We are **not** one hit wonders... We **are** CFA and we **are** really really good.

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are
cfa

marketing

pr & media

digital

creative

seo & social media

Strategic Planning and Management



Winner



EH Smith - MRA Marketing

Established in 1922 EH Smith (EHS) is a successful family business, one of the largest independent UK builders' merchants with eight branches and sales of £97m. The campaign achieved high profile coverage and on-target results.

Judges Comment: "The EH Smith plan clearly identified and researched a strategic opportunity for the business by focusing on a more profitable group and their specific customer needs. The plan required some big changes to how the business operated, but the results have clearly had the desired impact. The business is now well set to build on this success into the future."

So what exactly does CIB stand for people have asked?

Here are just a few of the suggestions...

ContentIsBoss
CompletelyIntegratedBusiness
ConstructionIsn'tBoring
CompetentInBrandbuilding
ConstructionIndustryBods
CrapInBed
CommunicateItBriefly
CostIsBearable
CoreInBuilding
ChallengingIndustryBeliefs
ConstructionIndustryBlogs
CashflowIsBuggered
CreatingInteractiveBranding
CodInBatter

CIB - supporting construction marketing for the last 30 years,
supporting the CMA's for 13



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Sustainability as a Marketing Strategy



Client
Carillion plc
Name of Entry
Sustainability Talk & News

Category
Sustainability as a marketing strategy



Carillion's sustainability communications strategy involves rather than targets Carillion's main stakeholders and media. Core to the strategy is www.stnlive.info 'A Carillion plc initiative' that acts as a portal for sustainability content generated by - and of interest to - the industry. Social media plays a fundamental role and underpinning this activity is a comprehensive media relations programme.



"It was a bold step for Carillion to establish a semi-independent web platform like STN but we have been extremely pleased with the levels of enthusiasm and involvement from such a broad range of organisations including local and national government, charities and our clients and suppliers."

Lisa Benbow
Head of Corporate Communications, Carillion plc



www.cibcomms.co.uk

Winner



Carillion - CIB Communications

Carillion's sustainability communications strategy involves rather than target customers, Carillion's main stakeholders and media contacts. Core to the strategy is www.stnlive.info 'A Carillion plc initiative' that acts as a portal for sustainability content generated by - and of interest to - the industry. The website publishes articles, comment, opinion, interviews, talks, presentations and case studies from journalists and contributors from across the construction - including DECC, UKGBC, BITC, Forum for the Future, Green Alliance, WRAP, Environment Agency, IEMA and BSRIA, as well as Carillion's own content.

Judges Comments: "They have executed a very good campaign in tough times. Their engagement strategy showed excellent practice for gathering information."

Highly Commended

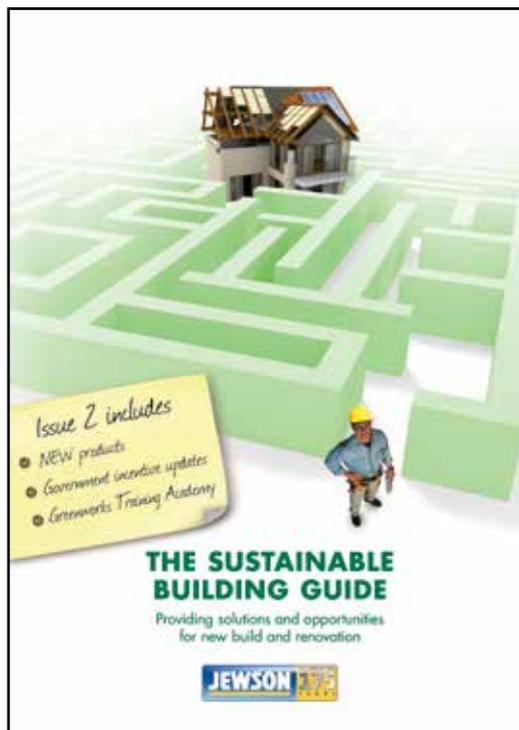
JEWSON

Jewson

The economic climate remains challenging for the building industry as a whole, but this has not prevented builders' merchant Jewson from pushing forward with its agenda for sustainable building.

Jewson recognised a significant gap in the market and a need to educate and train the UK's trade professionals. As such, the merchant has invested significantly in the education of its customers, helping to do away with all the 'greenwash' and make sense of sustainability for trade professionals.

Judges Comments: "Jewson's entry was very well thought though. They have shown that sustainability is key throughout the whole thing."



Best Campaign under £25,000



Winner



ISG

The 'We build...' campaign had one very clear objective right from the outset, which formed a key part of the company marketing plan and the overall business goals. This was to raise the profile of ISG as a construction company and to overcome the perception that they are simply a fit out contractor.

Judges Comments: "ISG's 'We build...' campaign was very well planned out created especially for their audience using the results from their customer perception study. This resulted in a significant increase in profits and a need to relocate it's office to meet demand."



Highly Commended



Clugston - Shrewdd Marketing

Despite the economic climate and the struggling construction industry Clugston Group, one of the UK's leading privately owned construction companies operating in construction, civil engineering, logistics, property development, and facilities management, celebrated its 75th anniversary in 2012.

Clugston wanted to commemorate the significant corporate milestone. As one of Scunthorpe's best-known firms, the company also wanted to leave a lasting legacy for the local community, which it has supported throughout its history, by raising £75,000 for a number of local and regional charities.



Judges Comments: "They have taken a unique and innovative tack and they positioned themselves in a different light and they certainly succeeded."

Best Campaign over £25,000

Winner

**LAFARGE
TARMAC**

Lafarge Tarmac

Lafarge Tarmac is the market leader in the manufacture and supply of cement and cementitious products supplied primarily in 25 kg bags. These are sold to distributors such as builders merchants and retailers e.g. Travis Perkins and B&Q.

Lafarge Tarmac has a marketing strategy focused on new product/service development to drive incremental profit growth. Over the last few years Lafarge Tarmac has led the market in developing and launching innovative new value propositions, that were primarily targeted at the general/jobbing builders segment who represent the most frequent purchasers and most valuable segment. Now Lafarge Tarmac were looking to identify new value propositions for other segments.

Judges Comments: "This is a very well thought through campaign and I can't argue with the figures. The Lafarge Tubs campaign was well researched and targeted. The communications were creative and utilised a good mix of appropriate media for the audience. The results delivered an impressive ROI which was well above expectations."



Best Product Launch

safehinge™
We're not nuts!



Or are we?

www.safehinge.com/nuts

Winner

SAFEHINGE SIMPLY DIFFERENT

Safehinge - ThinkFrog Marketing

The ALUmini's product design was prompted by the discovery that it's impossible to trap round objects in a hinge. Director Martin demonstrated this to fellow Director Phil with a jar of peanut butter - inspiring the launch campaign.

We identified Architectural Ironmongers as our target audience, grabbing their attention by sending jars of Safehinge-branded peanut butter with the slogan "Are we nuts?" This directed them to a landing page where they could watch our engaging video. We took out an eye-catching fullpage advert in the Architectural Ironmongery Journal with follow-up editorial coverage.

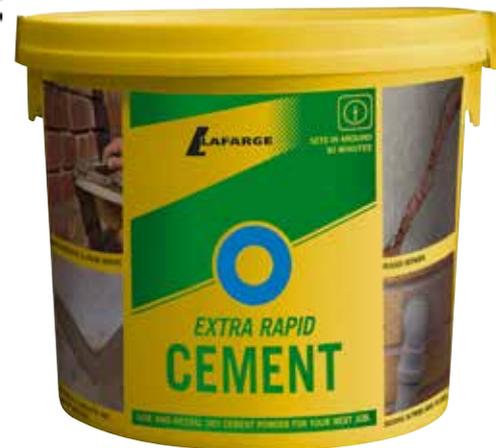
Judges Comments: "A very creative entry, and humorous at the same time. Tested with a target audience and they adjusted their product, simple but effective."

Highly Commended

 **LAFARGE
TARMAC**

Lafarge Tarmac

The new offer was launched in 2012 via a fully integrated campaign spanning email, website, online display advertisements, PR and trade press advertising, social media, DM, and POS. The Lafarge Tarmac DIY cement page/corporate page saw over 1000 unique visitors during the launch. The email campaign generated a CTR rate of 3%, versus target of 2.7%. The online display banners saw a CTR of 0.31% versus target of 0.07%. PR saw 7 different pieces of news coverage in the construction industry/trade media and 4 different in-depth features during the campaign.



Judges Comments: "Lafarge produced a great campaign and their continuous excellence is an example to all."

Best use of Press and Public Relations



Winner



Polypipe - Refresh PR

Doncaster based building products manufacturer Polypipe, launched a new consumer-facing initiative Polypipe Home Solutions in early 2012. This brought together three product ranges in the Polypipe portfolio: Underfloor Heating, Rainwater Harvesting and Heat Recovery Ventilation.

Refresh PR was appointed in May 2012 to lead a high-profile consumer PR campaign to support the launch of this initiative.

Judges Comments: "They created a good target for them to meet, very good coverage and performance shown by Polypipe. Great campaign – well structured. It pushed all the buttons!"

Highly Commended



Sustainable Building Solutions - Willoughby Public Relations

Sustainable Building Solutions (SBS) is a Travis Perkins Group brand which cuts across the entire divisional structure of the company, supporting the customers from a number of leading companies including Travis Perkins, Plumbing Trade Supplies, and BSS Industrial.



Highly Commended



Tata Steel and British Constructional Steelwork Association

Press and PR activity has played a major part in the marketing drive to halt a four-year market share decline, undertaken by a Joint Venture between Tata Steel and British Constructional Steelwork

Association. Against their objectives, 26 supplements have been placed in key media titles with a total reach in print of 400,000.

bd STEEL FOCUS #9
STRUCTURAL STEELWORK



UNITED AT WEMBLEY
A stunning ETE and exposed steel structure links together three world-class venues, all just a kick away from the national stadium.

A DRAWBRIDGE FOR THE 21st CENTURY
William Eden renews the historic bridge as a year of historic work that sees 10th street rise to new heights.

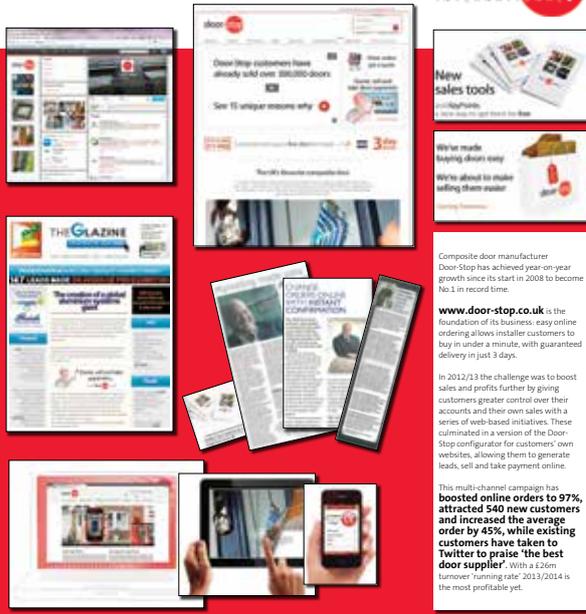
THE MEANING OF WHOLE-LIFE
With building regulations getting tough on embodied carbon, designers need to know how to assess this hidden footprint.

Best use of Website



CATEGORY 7 - BEST USE OF WEBSITE

Door-Stop:
Helping customers sell themselves



Winner



Door-Stop - MRA Marketing

Composite door manufacturer Door-Stop has achieved year-on-year growth since its start in 2008 to become No.1 in record time. It's website www.door-stop.co.uk is the foundation of its business; easy online ordering allows installer customers to buy in under a minute, with guaranteed delivery in just 3 days.

Judges Comments: "An ecommerce business, and they're performance is excellent. They gain great results from their very innovative website. Excellent activity, very good all round."

Highly Commended



JELD-WEN

They wanted a website that would inspire customers' decision making when thinking about purchasing their products, and also ensure they were given the right advice and information they needed to feel confident in such a considered purchase.

The site has intuitive navigation, guiding visitors through the site from inspiring them to the possibilities, to choosing their favourite products to advice on what to think about in fitting and maintenance to ensure they get the best from their JELD-WEN products.



Judges Comments: "A very innovative, well designed website. Narrowly missed out on being a winner."

Best Digital Campaign



Winner



Weber, Saint Gobain - indigoRiver Creative

'You're gonna love what Weber do' brought the brand to life and the forefront of end users' minds. The brand was further enhanced in June 2012 with the launch of Weber Rewards. Within the campaign's first year, Weber Saint-Gobain overtook its competitor set in market share and enjoyed a 112% sales increase in its tile fixing product category. They are now the number one UK supplier of tiling adhesive and grout.

Judges Comments: "Dramatic sales were received, they went from 3rd in the market to 1st."

Highly Commended



P C Henderson Ltd

P C Henderson Ltd design, manufacture and supply sliding and folding door hardware in the UK and currently export to over 70 countries around the globe. As a company they have three main groups of customers - architects and specifiers, distributors, members of the public and their marketing materials need to provide a balance of information to satisfy each audience.

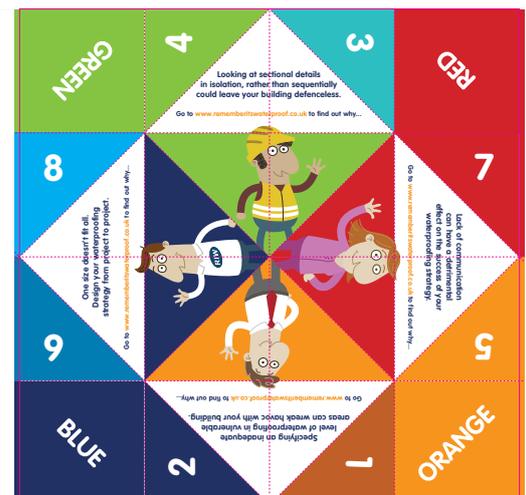


Highly Commended

RIW Ltd - CIB Communications



The 'Remember its waterproof' campaign consisted of 12 interview-based videos, 4 cartoon animations, alongside a dedicated campaign microsite; these were supported by 2 waves of conventional direct mail and 3 waves of e-communication.



Best Social Media Campaign



Winner



Lafarge Tarmac

Bringing a B2B construction brand to life by pushing the creative PR boundaries of a conservative industry was always going to be a challenge. So when Lafarge Tarmac and their PR consultancy, Bell Pottinger, proposed that it seek to unite its customers through a twitter-based community dedicated to loving cement, they knew a watershed had been reached.

Judges Comments: "They were very successful and brave for using the tool they used. They looked at the criteria needed for a good entry very closely. They researched their audience, knew who they were talking to, so adjusted their strategy. Well structured and very good at targeting a diverse number of consumers, very well done!"



ENTRY DEADLINE 14 February 2014

The Housebuilder Product Awards
will be held in Summer 2014

For full details visit www.house-builder.co.uk
020 7960 1630

housebuilder



In partnership with
NHBC

The Housebuilder Product Awards are now open for entries and are looking to reward excellence and innovation for products and systems which aid new home development in the UK.

2014 Categories

- Best building fabric product
- Best internal/interior product
- Best services product
- Best kitchens and bathrooms product
- Best external product
- Best site product
- Best health and safety product
- Best business product
- Best brand new product

£105+VAT per entry

Winners in each category will automatically be entered into the Best Product category in the Housebuilder Awards 2014.

Best Mobile Campaign

Winner



Lafarge Tarmac

A heavy industry brand. A cement manufacturer. An audience comprising builders and builders' merchants. These are not the ingredients that immediately spring to mind when devising a lively, engaging social media PR campaign.

But Lafarge Tarmac were determined to prove that construction can be social and launched the first truly integrated, twitter-led programme for a B2B cement brand.

Judges Comments: "A fun and irreverent PR programme like no other before. It gave the company a fresh, 'tongue-in-cheek' voice to speak directly to its customers, in their own language, on their home turf."



Best use of Events and Live Marketing



Winner

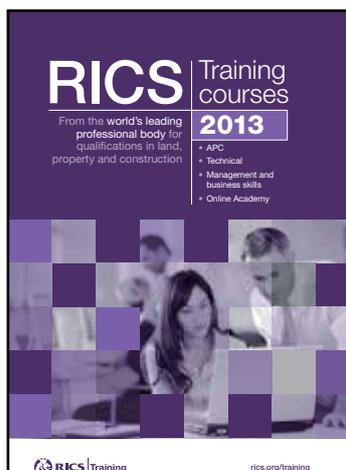


NICEIC

Bucking the trend for events in the construction industry, which have experienced falling attendances over the last three years, NICEIC delivered their most successful ever series of local events for electricians.

Judges Comments: "A nice, simple, back to marketing basics campaign. They researched the target audience and adapted their event to meet audience needs; they used social media and digital to promote which I think for their more traditional audience is unusual."

Best use of Direct Marketing



Winner



RICS - Royal Institution of Chartered Surveyors

The objective of the January 2013 training catalogue was to increase sales of training products and contribute to the overall business objectives: to achieve annual revenue targets and a minimum return on marketing investment (ROMI) of x 4.4. This was achieved through effective segmentation, reducing the size of the target audience by 28,000 contacts and reducing the total campaign costs by £41,000.

Judges Comments: "Head and shoulders above the rest, got an increase in response which meant a decrease in cost for the marketing. Very good effect on return. The level of data was excellent and it was an extremely good campaign in a tough economic climate."

Best use of Advertising

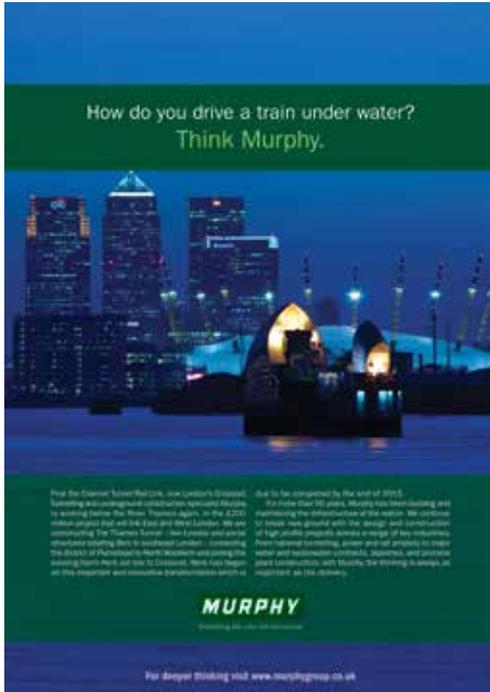
Winner



Murphy - MGA

Murphy is a leading civil engineering, construction and building company which has pioneered many breakthrough industry innovations. MGA developed 'Think Murphy'; a brand advertising campaign designed to consolidate the brand image and change any misconceptions about Murphy.

Judges Comments: "A great campaign, very high quality of expertise, strategic and innovative thinking, achieved their goal of gaining big contracts."



Highly Commended



Celotex - CFA

As thought leaders and category champions in the PIR industry, Celotex continue to push boundaries to stay ahead of the competition. With all media and mediums offering potential to generate leads, Celotex and its marketing and PR agency CFA incorporated a comprehensive and holistic approach to advertising.

Judges Comments: "Continues to benchmark the standard of quality in advertising, they have carried on their momentum even in the tough times. And even with a change of ownership they still managed to keep the standard high."

CONSTRUCTION MARKETING AWARDS 2013

Best Use of Advertising



Technical Services

- 20% increase in the number of calls

Industry Leaders

- Downloads before advertising (361), after advertising (1736)

Refurbishment Solutions

- 68% increase in sales of the company's SW3000 external wall insulation

Best Branding & Positioning



Winner



Reynaers at Home - Mobas - Icen

How to achieve significant, profitable growth and spread the risk in a recession hit market without jeopardising the existing business? Reynaers have done this and much more besides with the launch of the Reynaers at Home brand to the premium end of the private domestic windows and doors market.

Judges Comments: "Very brave to move forward and they used specific targeting in their branding and took a different route to similar businesses in the market."

Highly Commended



Lafarge Tarmac

Lafarge Tarmac is the market leader in the manufacture of cement/cementitious products which are sold to distributors such as builders merchants eg Travis Perkins and retail distributors eg B&Q.

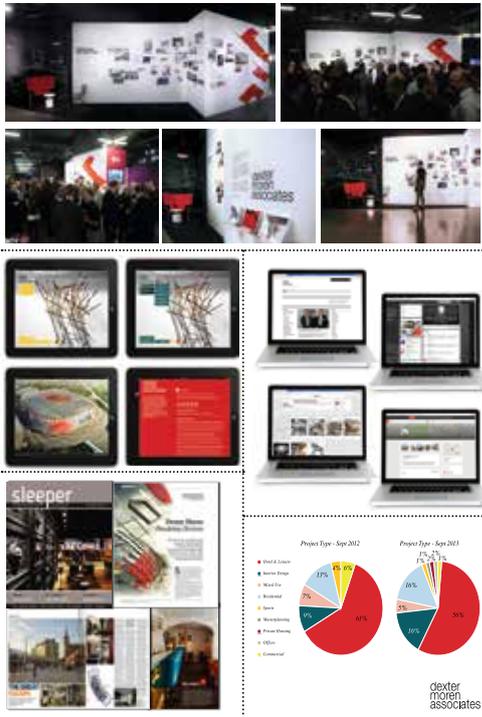
Lafarge Tarmac has a marketing strategy focused on new product/service development to drive profit growth primarily focussing on the general/jobbing builders segment. Lafarge Tarmac were now looking to position the brand as innovative in other segments via new value propositions.

Judges Comments: "They found a gap in the market and experienced good returns on their branding, thanks to a lot of research done, including testing the product and adjusting it to fit."



Best Professional Services Marketing Campaign

Construction Marketing Awards 2013
CATEGORY 15 PROFESSIONAL DESIGN SERVICES



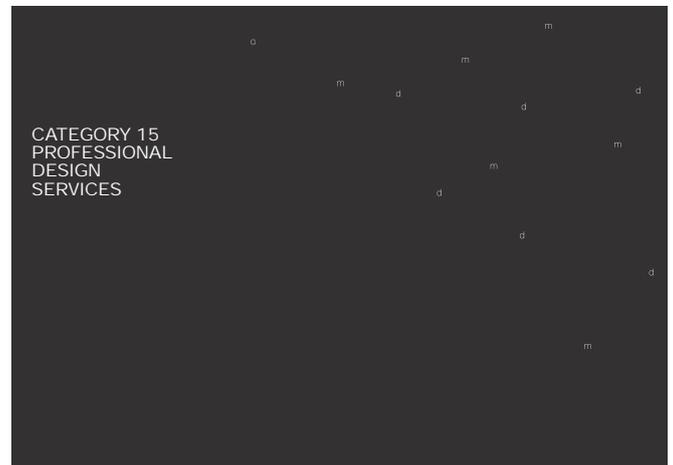
Winner

dexter
moren
associates

Dexter Moren Associates

Dexter Moren Associates is an architecture and interior design practice based in Camden London. In 2012 they celebrated 20 years of practice. One of their core business strategies has been to look to diversify their skill set in the UK.

Judges Comments: "The quality of strategic thinking was very high. An excellent joined-up campaign with clear objectives, excellent results and a practical, focused approach."



Agency of the Year

ALIVE.

BORN IN BIRMINGHAM IN 2011
100% CLIENT RETENTION
25% INCREASE IN HEADCOUNT GROWTH IN THE LAST 12 MONTHS
15% THROUGH GROWTH YEAR ON YEAR
80% OF TURNOVER FROM CONSTRUCTION INDUSTRY



Winner ALIVE.

Alive

Alive is a creative communications agency, set up out of a desire to make B2B communications better. They work in partnership with their clients to make brands special, shareable and more valuable. They encourage an entrepreneurial spirit within the agency. Every member of the team has a forum to pitch game changing ideas to help theirs or their client businesses grow. Two of these ideas have been implemented in the last 12 months.

Judges Comments: "This fantastic work, hit the nail on the head. Even though Alive is a small company, the growth has been massive. They are very client orientated and took on board what the client wanted when conducting research, very refreshing."

Highly Commended



CFA

CFA is an award - winning, full service marketing and communications agency that has specialised in the construction industry for over 27 years. In that time they have worked hard to become an agency that clients trust to deliver. They are valued partner that continues to show creativity, innovation and results

Judges Comments: "Excellent, really switched on and able to show some great work for a growing number of clients."



Marketing Team of the Year



Winner



Polypipe Building Products

The past 12 months has seen Polypipe Building Products' marketing team of just four face complex communication challenges, which included the restructuring of product divisions and a number of new product launches.

In late 2012, the business recognised the increasing cross-over between the purchase of both plumbing and underfloor heating products at installer and merchant level, and as such, made a decision to combine these two leading product ranges to form a cohesive offering - Polypipe Plumbing & Heating.

Judges Comments: "Polypipe set a fabulous example. Lots of research was conducted and very useful, measurable outputs."

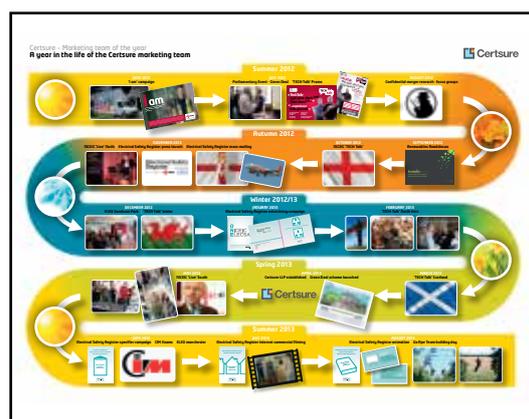
Highly Commended



Certsure

The marketing team was tasked with developing a marketing strategy in advance of the public announcement of a merger in November 2012.

On April 1st 2013 Certsure was formed, bringing together NICEIC and ELECSA under one organisation, and an 'Electrical Safety Register' was created listing 80% of UK registered electricians.



Judges Comments: "Challenge brings out the best and the challenge of creating a strategy for a newly merged organisation as one of the biggest."

Congratulations to all CMA winners,
commended and shortlisted!



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Strategy



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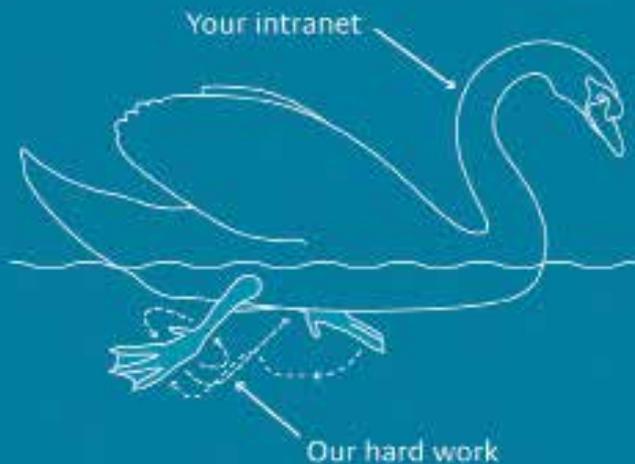
Congratulations to all the winners, commended, and of course to the shortlist. It's an achievement to be on the CMA shortlist - be proud!

Chart Lane

Strategy Communications Research

Construction Property Media

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www.cimcig.org

twitter.com/cimcig

Emerging Talent – Young Marketer of the Year



Winner

crofton

Katie Neal, Crofton

Katie Neal is a 28 year old B2B marketer with over 7 years' experience, working in-house for an SME consulting engineering practice since November 2009. The marketing and public relations strategies she has adopted have led to an average growth in company turnover of 18% each year since joining. The company has won six awards – written by Katie – and has been recognised by the leading construction industry magazine as 7th fastest growing company in the construction sector.

Judges Comments: "Superb work, a small engineering company and Katie has taken the business to a much higher level. It is 7th fastest growing company in 2012, the business just keeps growing and growing. She has applied what she has learnt academically to the business and has gone above and beyond the call of duty."

Highly Commended



Sophie Seddon, Novus Property Solutions

Earlier this year three different businesses of the 116-year-old Seddon Group split and re-organised their ownership. Seddon Property Services had just six weeks to rebrand its multi-million pound business – a challenge 26-year-old marketing manager Sophie Seddon not only embraced from the outset, but excelled at by showing a marketing nous that belied her age.



Judges Comments: "Sophie rebranded the business in such a small space of time, she worked very well and effectively. Coordinating internal details as well to help the rebrand go as smoothly as possible. Very, very good."



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