

Best Campaign Under £25,000 - CMA 2016

The Redland Cambrian campaign "Cambrian gives you the edge" has delivered. Coming in well under the £25,00 award threshold, the Redland marketing team have used the voice of the customer to deliver a promotion which has brought real tangible success against high-profile strategic ambitions.

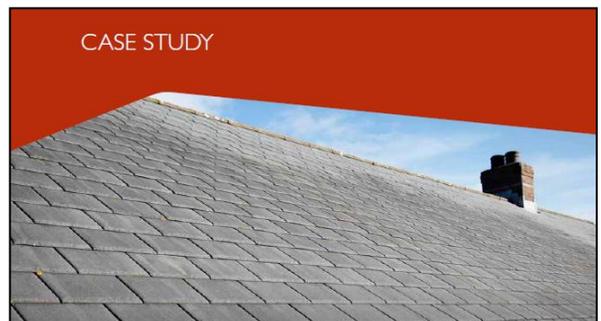


A challenging business goal

2016 saw a major strategic focus on the Redland Cambrian Slate product to return sales to their 2007 peak and ensure the long-term future of the factory, and its loyal workforce. The aim for 2016 was for significant volume growth, followed by even higher growth in 2017. The business needed a marketing campaign to deliver specifier awareness and qualified sales leads.

Understanding the barriers to sale

Development of the campaign began with internal focus groups and customer research. A large number of key benefits were identified as being essential to be communicated. At the same time, the major sales barrier – shininess of the new unweathered roof – was identified. This had never been addressed in the 30-year Cambrian history and a solution to this was essential



Delivering a compelling campaign

Through and integrated campaign - flip-book DM, eDM, website, social, video - a prize draw promotion was developed to incentivise a hand-delivered sample request. And an opportunity to sell. The new four-folding collateral is a brochure and sample in one, revealing key benefits on successive folds until the sample product itself is revealed – partly weathered of course.

Delivering positive results

Entry levels were high, technical enquiries have doubled, sales are on budget, the specification pipeline is strong and the sales team are clearly impressed:

"It's important that we're working together with marketing. This is a great promotion and the new sample packs make me proud to be selling Cambrian".