

# Armitage Shanks

## CMA's 2017: BEST BRAND POSITIONING

As part of its bicentenary celebrations, Armitage Shanks' launched a fundraising initiative which aimed to raise £200,000 for charity partners. The initiative was named Armitage Thanks and became a brand of its own for the iconic bathroom business during its 200th birthday celebrations.

The aims and objectives of Armitage Thanks were:

1. Raise £200,000 for Armitage Shanks' charity partners
2. Generate trade, regional and national knowledge of the initiative and Armitage Shanks' bicentenary
3. Engage with employees and the communities around its sites
4. Showcase that Armitage Shanks is an iconic British brand
5. Generate creative content and opportunities

Armitage Thanks achieved this through a wide range of activity including an art exhibition, the creation of 'mini loo' moneyboxes, a display of ceramics to celebrate Amy Johnson and regular onsite fundraising.

The campaign successfully met and exceeded each of its objectives, by:

- Raising a total of £217,000 for charity
- Creating extensive press coverage for each of its target audiences
- Building strong internal support for the cause
- Supporting the brand's key messages and reiterating these in all content
- Creating a sell-out limited edition product in aid of the initiative

