

Recognising marketing
excellence across the
built environment



cma
construction marketing
AWARDS 2017

Informing and inspiring architects **since 1893**



RIBA Journal

At the heart of the profession for 125 years, our magazine is circulated to over 28,000 individuals worldwide - the largest audience of any UK architecture title

RIBAJ.com

The definitive source of architectural information online, our website has over 60,000 page impressions from nearly 20,000 users every month

RIBAJ Special Projects

We produce an exciting programme of special projects including, customer publishing, seminars, competitions and round-tables

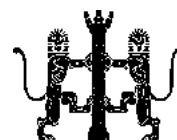
RIBAJ Learning

We offer a range of agile and innovative CPD solutions for the RIBA CPD Providers Network and the modern architect

RIBA

The RIBA Journal

J



www.ribaj.com | info@ribaj.com | 0345 200 0808

Overview

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

Now in their 17th year, the awards are an invaluable opportunity for recognition; a way to showcase creativity, innovation and effectiveness in your company's marketing or business development strategy. They continue to grow and improve, with this year's entry volume the largest ever, and judges clear that the quality was higher than ever.

The CMAs raise the profile of marketing professionals and their achievements. Being shortlisted is a clear indication of your success. Winning or being Highly Commended is exceptional, congratulations to all those outlined in the following pages, and to the teams involved.

In this book you will see each Winner accompanied by the poster element of the entry to help you see how good it is. All the posters for the whole shortlist are in the gallery at www.cmawards.co.uk

Introduction



Mike Lomax
CIMCIG Chair

It's been very much a mixed year of real successes and real tragedies in the construction industry, and one which has brought much necessary reflection, and a desire to improve the reality and perception of the industry.

At CIMCIG we are passionate about increasing the relevance and attractiveness of the industry, particularly in order to make it a career destination of choice for young people. Your award entries this year have supported that by once again showing what great expertise and creativity exists in our marketplace.

The judges have been very impressed by the quality of the 2017 submissions. It's a tribute to all of you who have entered whether you carry an award away tonight or not. Congratulations to all of you.

This year CIMCIG launched the new marketing qualification CIM are now offering specifically focused on adding marketing skills tailored to the construction industry. You can find out more about it, and all our other activity, by visiting www.cimcig.org

Thanks and have a great night!

Supported by



Sponsors and Supporters

Supported by



Sponsored by



ecobuild

06-08 March 2018 / ExCeL, London



Supported by



Timber Trade Federation
growing the use of wood



It's never too early to think about the Construction Marketing Awards 2018

Entries open: Monday 9th April 2018 **Entries close:** Friday 21st September 2018

Awards Presented: Thursday 29th November 2018

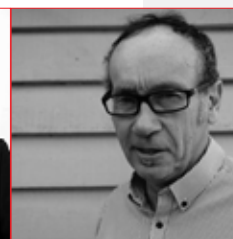
Meet the Judges

A lot of care is taken when selecting our judging panel.

We work hard to ensure the judging of the Construction Marketing Awards remains impartial. We take care when allocating judging responsibilities for award categories, ensuring there is no conflict of interest with the judges for those entries.



Graham Anderson
Director, Anderson Business Media Limited



Andy Cassie
Retired Marketing Guru



Mike Conway
Director, Camargue



Robert Davis
Content Director, Glenigan



Ian Exall
National Sales Manager, Ravatherm UK



Liz Evry
Communications and Engagement Manager, CITB



Jim Harris
Harris Associates



Anna Hern
Director, Ridgemount PR



David Hopkins
Managing Director, Timber Trade Federation



David Ing
Managing Director, Fabrick, formerly known as CFA



James Lee
Head of Group Marketing and Communications, Glass and Glazing Federation



Mike Leonard
Chief Executive, Building Alliance



Iain Lovatt
Director, Blue Sheep



Rick Osman
CEO, Highwire Design; CIMCIG committee



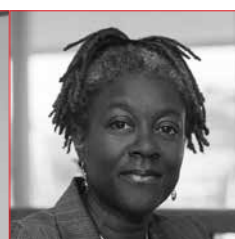
Steven Plimmer
Group Product Manager, RIBA



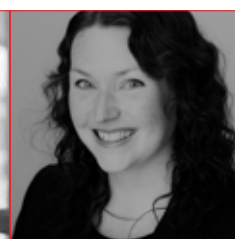
Justin Ratcliffe
Chief Executive, Council for Aluminium in Building



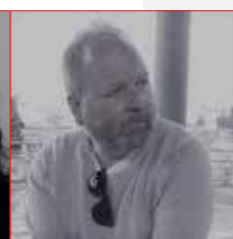
Mike Rigby
CEO, MRA Marketing



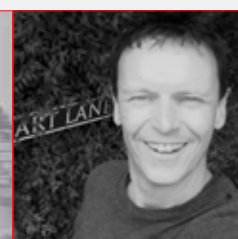
Deborah Rowe
Consultant, Sheba Marketing; CIMCIG committee



Joanne Stark
Marketing Director, Carpet & Flooring, SIG plc



Jonathan Stock
Publishing Director, Architecture Today



Ross Sturley
Principal, Chart Lane; CIMCIG committee



Richard Watkins
Director, The Business Alchemists



Chris Witte
Group Marketing Director BMI Group



Kevin Williams
Sales Director UK Pitched Roofing, Monier Redland



Jason Woodford
Director, SiteVisibility



Shortlisted Entrants

1. Strategic Planning & Management

- Fabrick, formerly known as CFA
- Guthrie Douglas Group Limited (Built for Marketing)
- Reynaers Ltd

2. Best Product Launch

- Alpha Heating Innovation (CIB)
- Leica Geosystems (The Think Tank)
- Residence Collection (MRA Marketing)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)

3. Best use of Press & Public Relations

- Cartwright Communications
- Imperial Bricks (MRA Marketing)
- Clear Architects (Luminescence)
- MyGlazing.com (Refresh PR)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)

4. Best use of Website

- Brisant-Secure (MRA Marketing)
- Gibbs & Dandy (Nzime)
- Roofglaze (Harris)
- LABC Warranty
- VELUX (Story)

5. Best Digital Campaign

- Brisant-Secure (MRA Marketing)
- Ideal Boilers
- IG Masonry Support
- Wienerberger (ilk Agency)

6. Best Social Media Campaign

- Buttonfix Limited (CIB)
- Eurocell (Facta)
- IKO PLC (MRA Marketing)
- JCB
- Solidor Group (MRA Marketing)

7. Best use of Events & Live Marketing

- LABC Warranty
- Premier Guarantee
- Reynaers Ltd
- VELUX (Agency Spring)

8. Best use of Direct Marketing

- Brisant-Secure (MRA Marketing)
- Gibbs & Dandy (DBM)
- Premier Guarantee – PRS Investor Brand Awareness
- Premier Guarantee – National Housebuilder Campaign

9. Best use of Advertising

- Keystone Lintels
- Knauf (ifour, Ridgemount PR and threepipe)
- Potton
- Reynaers Ltd

10. Best Branding & Positioning

- Armitage Shanks
- Atkins (gyro)
- Jacksons Fencing (The Think Tank)
- Knauf (ifour, Ridgemount PR and threepipe)
- Marley Eternit
- Reynaers Ltd

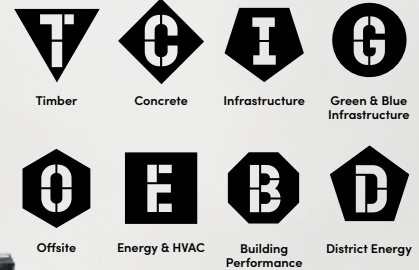
11. Best Professional Services Marketing Campaign

- AECOM
- Atkins (gyro)
- Clear Architects (Luminescence)

12. Best Contractor Marketing Campaign

- Kier Group
- Novus Property Solutions (Harris)

“Congratulations to all those shortlisted”



Presenting the futurebuild districts

The 'must go' event in the construction industry calendar for forward thinking professionals and influencers. ecobuild 2018 will present the latest technology, the

freshest thinking and materials to keep you at the forefront of the industry. The centrepiece will be the comprehensive conference programme curated by top industry

figures. Surrounding this will be a series of futurebuild districts, each exploring a different aspect of the built environment.

Be part of something special

+44 (0)20 3011 2540
info@ecobuild.co.uk
www.ecobuild.co.uk
#ecobuild



#ecobuild



/ecobuildnow



/ecobuildnow



/ecobuild_now



ecobuild-uk

Shortlisted Entrants

13. Best use of Research & Insight

- Howarth Timber (Harris)
- Reynaers Ltd (Mobas)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)
- Wienerberger (ilk Agency)

14. Best use of Content Marketing

- Marshalls (gyro)
- Reynaers Ltd (Mobas)
- Potton

15. Best Low Budget Campaign (<£25k)

- Fire Door Safety Week 2016 (Liz Male Consulting)
- Human Recognition Systems
- Novus Property Solutions (Harris)
- Premier Guarantee
- Wienerberger (ilk Agency)

16. Best Mid-Range Budget Campaign (£25k – £50k)

- EH Smith Builders Merchants
- H+H UK Ltd (Ridgemount PR)
- Elite Systems (Harris)
- Imperial Bricks (MRA Marketing)
- Reynaers Ltd

17. Best Big Budget Campaign (£50k+)

- Brett Landscaping (Ridgemount PR)
- Ideal Boilers
- Jacksons Fencing (The Think Tank)
- Jewson
- Leica Geosystems (The Think Tank)
- Polypipe (SLG)

18. PR Agency of the Year

- CIB
- MRA Marketing
- Refresh PR
- Ridgemount PR
- Tangerine

19. Agency of the Year

- BDB
- Fabrick, formerly known as CFA
- gyro
- MRA Marketing

20. Emerging Talent – Young Marketer of the Year

- Emily Maguire – Kingspan Insulated Panels
- Lauren Miller – Kingspan Insulation
- Elizabeth Sainsbury – British Gypsum

21. Marketing Team of the Year

- Keylite Roof Windows
- Kingspan Timber Solutions and Potton

“Congratulations to all those shortlisted”

Build your marketing skills

We are pleased to announce that our new professional marketing programme, specifically designed to meet the needs of the construction industry will commence again in the 2018. The programme allows you to assess your marketing knowledge levels, undertake a programme of learning to improve your marketing skills and achieve a professional qualification. Throughout, you will be mentored by an industry expert and invited to construction industry events, giving you access to a wide community to advance your network.

To achieve a professional marketing qualification and make a positive impact on your business, find out more by contacting Christine.boswell-Munday@cim.co.uk

1. Strategic Planning & Management

Guthrie Douglas

Winner: Guthrie Douglas Group (Built for Marketing Limited)

Guthrie Douglas Group Limited are a solar shading manufacturer whose products are bespoke, engineered and architecturally aesthetic with a unique tension system.

Working with Built for Marketing, Guthrie Douglas sought to create demand for their product within the architectural community. To do this they implemented a partnership programme and appointed a business development agency, which allowed Guthrie Douglas' sales resource to gain focused sales opportunities with high-end architects.

Having developed a detailed marketing strategy, marketing activity then focused on visually changing the identity of Guthrie Douglas, from technical installation data sheets which served the installer to architecturally stimulating imagery of projects, and video content. The new identity was brought to market through a new website which wholly changed the brand position of Guthrie Douglas.

Shortlist

- Fabrick, formerly known as CFA
- Guthrie Douglas Group Limited (Built for Marketing)
- Reynaers Ltd

Judges Comment

“An excellent and truly strategic marketing initiative to reposition this brand with the specification community. Refreshing to see proper strategic marketing. The results speak for themselves!”

Research



Current position



Potential partners



New promotional routes to market



Distribution analysis

Strategic Planning & Management



Marketing Strategy

Strategic Sales Support

Outcome



3 year marketing strategy in place



Successful positioning in the Architectural Specification market



New website launch



New Partnerships gained

"Built for Marketing are part of the Guthrie Douglas team and are as driven as we are for the success of our business."

Guthrie Douglas

2. Best Product Launch



Winner: The Builders Merchant Building Index (a BMF brand) (MRA Marketing)

The Builders Merchant Building Index (BMBI) is a joint enterprise between GfK (a leading international data and insights company), the Builders Merchant Federation (BMF), and MRA Marketing. Over 80% of the built environment is supplied by builders' merchants, yet before launching BMBI, there was no reliable measure of Repair Maintenance and Improvement (RMI) building activity.

To build awareness of the Index there was a comprehensive PR programme online and offline with articles, comments, blogs, press releases, video, e-marketing, twitter and LinkedIn. The PR is supported by an active website, direct marketing and advertising.

The BMBI is a very different report that is achieving rapid momentum and already challenging forecasts and reviews of construction activity against what is actually being sold. Its index of 'gold standard' data from GfK is far more accurate than any other measurement of building material sales in the UK. It informs and educates while creating a channel for BMF Expert members to build their brands and influence. Between June 2016 and August 2017 rapid growth resulted in an overall ROI x1.8 on initial investment and x6.3 sales growth year-on-year.

Shortlist

- Alpha Heating Innovation (CIB)
- Leica Geosystems (The Think Tank)
- Residence Collection (MRA Marketing)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)

Judges Comment

“This is an innovative offering to the market to provide clarity on what is a very nebulous index to measure. Great insight to the market for RMI, great service to subscribers. Strong ROI & sales. A very different type of campaign!”

Best Product Launch

BMBI Experts



>80% OF **builders' merchants' sales**

25 REPORTS
since launch in 2015

12 EXPERTS

150+ PRESS
appearances
online & offline in 2017

www.bmbi.co.uk

[@theBMBI](https://twitter.com/theBMBI) #BMBIReports



3. Best use of Press & Public Relations

clear.

Winner: Clear Architects (Luminescence)

Clear Architects (CA) is a small but ambitious, high-end, Essex-based architectural practice. Luminescence has worked with Clear Architects since 2013, its first foray into PR. Following last years' success with a Sunday Times placement (CIPR EXCELLENCE Finalist 2017) founder Melanie Clear, increased budget to better integrate PR, media relations & digital.

Over a year Luminescence achieved 67 pieces of positive PR coverage. Resulting in Melanie Clear becoming a regular columnist for Real Homes and Grand Designs magazines.

Shortlist

- Cartwright Communications
- Imperial Bricks (MRA Marketing)
- Clear Architects (Luminescence)
- MyGlazing.com (Refresh PR)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)

Judges Comment

“A top entry. Clearly defined audience that has been researched, with the use of personas to develop specific campaign strategy/USPs to address each target group. Imaginative, exacting and with a great sense of drive, energy and context. A good range of tactics and channels used, delivering effective media coverage in highly competitive titles. Impressive.”

clear. Clear Architects – Property PR

Clear Architects is a small but ambitious, high-end, Essex-based architectural practice. Luminescence has worked with Clear Architects since 2013, its first foray into PR.

Following previous years success for 2,700% ROI after a Sunday Times placement (CIPR EXCELLENCE Award Finalist 2017) founder Melanie Clear, increased budget to better integrate media relations & digital.

Objectives:

- CA to appear in national media synonymous with high-quality design
- Attract clients embarking on design-led builds across South East
- To improve user experience on CA digital assets including a new website

Brief:

- Increase brand awareness, CA synonymous with high-quality design
- Increase coverage of completed projects, especially in prestigious titles beyond Essex
- Increase & improve CA's online presence

Achieved all objectives:

Positive coverage of CA projects in key, prestigious titles (The Times, Metro, Grand Designs, RIBA Journal). From June 2016 to June 2017 we achieved 67 pieces of coverage:

- ✓ 437 Million online readership
- ✓ 4.42 Million printed circulation
- ✓ 621,000 coverage views
- ✓ 887 social shares
- ✓ 1 New improved website
- ✓ 1 Digital Media Award (Best of Houzz)

Anecdotally CA team told "Melanie is everywhere, I see her projects in everything I read!"

CA won 'Best Of Design' on Houzz® 2017 voted by 40m monthly web visitors against competition of 1 million other home improvement and design industry professionals.

Melanie is now a regular columnist for Real Homes and Grand Designs magazines.

New Website

Attracted clients embarking on design-led builds across South East - new website saw an increase in users of 35%, "time on page" increased by 70% & London & Chelmsford traffic increased by 78% & 675% respectively.

Increased brand awareness; direct traffic to new website increased by 20% (Google Analytics).

4. Best use of Website

Roofglaze

Winner: Roofglaze (Harris)

The brief for creating a new website for Roofglaze was rooted in real business objectives: creating a revenue stream for the company, with the aim of generating sales in excess of £10,000 per calendar month within three months of launch.

Combining on-page and off-page SEO techniques with aesthetic web design and simple navigation to appeal directly to Roofglaze's core markets, thereby succeeding in securing an impressive five-figure return on investment. The new website achieved average monthly sales more than triple the amount required by the brief.

Shortlist

- Brisant-Secure (MRA Marketing)
- Gibbs & Dandy (Nzime)
- Roofglaze (Harris)
- LABC Warranty
- VELUX (Story)

Judges Comment

“Fantastic. Great Planning. Great Numbers. Can't argue with the ROI. A very professional and simple to navigate new website that has delivered against all the objectives. Great to see B2B companies moving successfully into ecommerce. Some great photography on this site as well!”

Daily news updates
register now - www.house-builder.co.uk

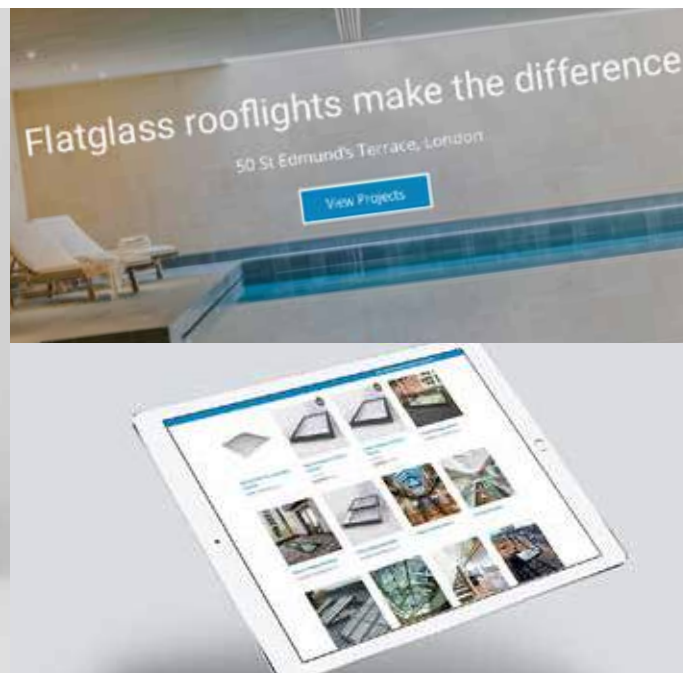
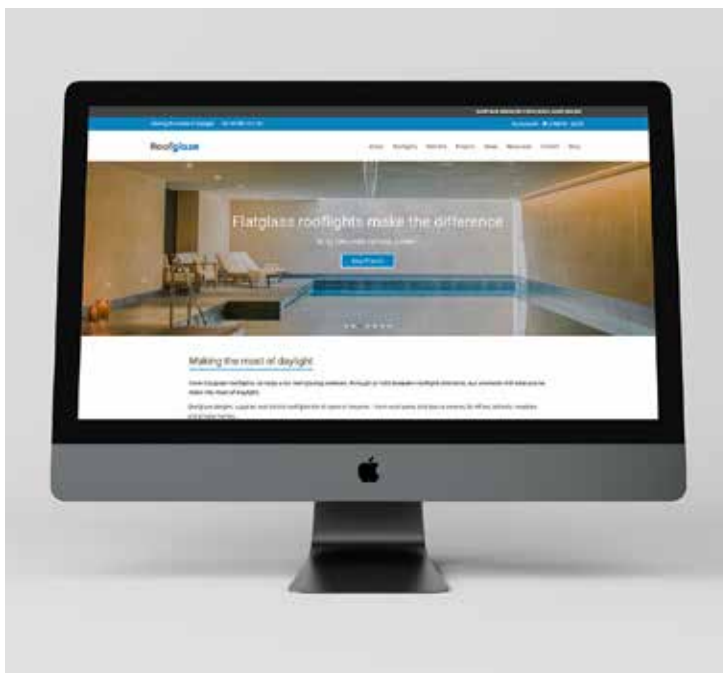


www.house-builder.co.uk

industry news where you need it, when you need it

housebuilder

4. BEST USE OF WEBSITE



Roofglaze

Making the most of daylight

The brief for creating a new website for Roofglaze was rooted in real business objectives: creating a revenue stream for the company, with the aim of generating sales in excess of £10,000 per calendar month within three months of launch.

Harris' philosophy blends creativity with data to build websites that deliver measurable results and offer a smooth, appealing user experience. This philosophy was applied to Roofglaze's website at every step: from the initial detailed review, to the ongoing site maintenance.

We combined on-page and off-page SEO techniques with aesthetic web design and simple navigation to appeal directly to Roofglaze's core markets, and thereby succeeded in securing an impressive five-figure return on investment.

In fact, Harris delivered on every objective, with users, sessions and page views all significantly increased following the site's launch and monthly sales more than tripling the amount required by the brief.

5. Best Digital Campaign



Winner: Brisant-Secure (MRA Marketing)

Ultion is Brisant's flagship cylinder door lock, providing homes uniquely with real security against real-life attacks. The Ultion key campaign aims to drive additional revenue for Brisant by selling spare keys, key accessories, and lock lubricant directly to homeowners who have purchased an Ultion lock.

Homeowner customers are contacted through an incredibly sophisticated automated email campaign. As soon as the homeowner has registered for their 10-year £1,000 guarantee, they are placed in the automated system. Once the incredibly complex logic maps are in place, this upsell campaign simply runs by itself – allowing Brisant to focus on initial sales of Ultion locks.

Shortlist

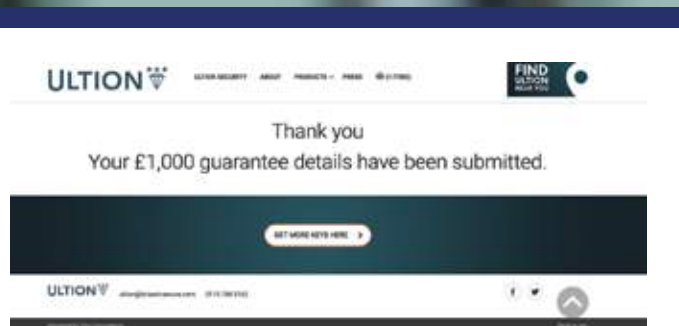
- Brisant-Secure (MRA Marketing)
- Ideal Boilers
- IG Masonry Support
- Wienerberger (ilk Agency)

Judges Comment

“Really liked this simple but highly effective campaign that showed an incisive response to Brexit issues (exchange rates) that face many in the UK construction sector. Very clearly defined with excellent back up data. Very tangible results from this low cost, but effective approach with great ROI.”



Best Digital Campaign



6. Best Social Media Campaign



Winner: IKO PLC (MRA Marketing)

Year-on-year we see potholes appearing, getting fixed and reappearing shortly after. To minimise danger and disruption councils use quick-to-apply materials, making rapid repairs which don't last. It's costly, ineffective, it wastes taxpayer's money and it frustrates and endangers road-users. IKO PLC has a better, longer-lasting, more cost-effective solution that could transform UK roads. MRA's ongoing #NoMorePotholes campaign is part of an overall brand-building strategy to increase awareness of the problem and the solution, establishing IKO as an industry spokesperson.

The original #NoMorePotholes campaign began in February 2016. A year later, to celebrate the anniversary, and to build on the understanding and awareness of the issue already generated, a new dimension was introduced – the IKO #NoMorePotholes ducks. Contractors, merchants, specifiers, editors and other unrelated manufacturers engaged with the campaign. The sales team reported better awareness of the issue and the ongoing campaign has positioned IKO as a key player in the highways sector.

Shortlist

- Buttonfix Limited (CIB)
- Eurocell (Facta)
- IKO PLC (MRA Marketing)
- JCB
- Solidor Group (MRA Marketing)

Judges Comment

“An interesting and engaging entry. Very creative use of the 'duck'. The results are excellent and they have achieved them and more on a very limited budget. Particularly liked the way in which the campaign gained momentum and gained demonstrable results.”

Best Use of Social Media

IKO PLC @ikopl - Feb 23

There's more to this little fellow than meets the eye! His pond may not be all its quacked up to be. Find out about his adventures very soon



Crying fowl over pothole menace!



A Wigan company is helping a fowl - or should that be quack! - approach its long-forgotten potholes and lead to improvements for motorists.

IKO's pothole repair system is designed to encourage motorists to place rubber ducks in particularly bad road surfaces and report the potholes to local authorities.

They hope the duck-themed campaign will open open roads across the country to road in long-term repairs.

Participants are urged to record safety coverage through before using part and should only place the rubber ducks when the road is clear.



7. Best use of Events & Live Marketing

Winner: Reynaers Ltd



Reynaers sought to reach a number of professionals in top architectural practices, people who are notoriously well protected from speculative phone calls and unsolicited marketing.

The challenge was to find a way past these defences with a proposition that stands out from the crowd and is simply too attractive to turn down. The solution was to offer a very exclusive series of events where guests would be offered an irresistible combination of adrenaline-pumping action, gourmet cuisine, professional networking and luxury accommodation.

The events exceeded all expectations and the return on investment was through the roof!

Shortlist

- LABC Warranty
- Premier Guarantee
- Reynaers Ltd
- VELUX (Agency Spring)

Judges Comment

“A very well thought out, planned and executed activity. Objectives SMART and achievements measured against the objectives. A highly targeted campaign, which was cost effective vs results.”



BEST USE OF EVENTS AND LIVE MARKETING



THE CHALLENGE

Initiate contact with hard-to-reach architects through a series of events that are just too good to turn down

THE RESULT

All objectives met or exceeded... and ROI through the roof!

8. Best use of Direct Marketing



Winner: Brisant-Secure (MRA Marketing)

Ultion is Brisant's flagship cylinder door lock, providing homes uniquely with real security against real-life attacks. The Ultion key campaign aims to drive additional revenue for Brisant by selling spare keys, key accessories, and lock lubricant directly to homeowners who have purchased an Ultion lock. Homeowner customers are contacted through an incredibly sophisticated automated email campaign. As soon as the homeowner has registered for their 10-year £1,000 guarantee, they are placed in the automated system, where logic maps are used to anticipate up to 21 customer decision points and send corresponding customer service or sales messages (for example: do you need more keys?).

Shortlist

- Brisant-Secure (MRA Marketing)
- Gibbs & Dandy (DBM)
- Premier Guarantee – PRS Investor Brand Awareness
- Premier Guarantee – National Housebuilder Campaign

Judges Comment

“A highly sophisticated demand generation activity focused on a clearly identified target market. A strong campaign using technology very cost-effectively. Impressive additional revenue achieved.”

The brand that major construction industry brands trust to deliver.



TRADE

calnic



FLOORING SYSTEMS



British Land

TATA STEEL



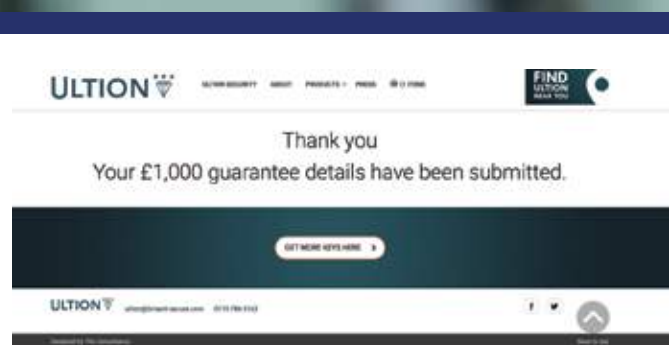
MARLEY
Plumbing & Drainage Solutions

Watch our showreel cibcomms.co.uk

BUILDING
BRANDS



Best Use of Direct Marketing



9. Best use of Advertising



Winner: Knauf (ifour, Ridgemount PR, threepipe)

The challenge: how do you get your target audience to also see you as a manufacturer and supplier of a much broader range of innovative products and systems?

Knauf commissioned ifour as lead creative agency to create and drive a range of online and offline media, to deliver an engaging multi-channel campaign to raise awareness of its other categories of products to a broad audience of influencers, buyers and decision-makers.

Leading a project team of other retained agencies, ifour tackled the problem head-on and created an entertaining, engaging creative that openly challenged the audience perceptions of what the Knauf brand stands for by asking the simple question: Are you missing something?

Shortlist

- Keystone Lintels
- Knauf (ifour, Ridgemount PR, threepipe)
- Potton
- Reynaers Ltd

Judges Comment

“The creative is quite different to anything else currently in the market and absolutely meets the objectives. The campaign was designed to target three quite different markets and by genuinely integrating a range of channels has succeeded in producing excellent results. Nice concept. Cost effective. Intelligently delivered. Good stats on ROI.”



Construction Marketing Awards /

Category: Best Use of Advertising /

Campaign name: Knauf - Are you missing something? /

Think Knauf only does drywall? Research suggested that too many in the industry thought so and it was time to make them think again.

This high profile, high-impact three-month campaign ran across print, digital display and social media, reaching its target audience of specifiers and contractors from all directions. Audience reach and impressions numbers were huge, producing impressive volumes of visits to the dedicated microsite and achieving its objective of changing the understanding of Knauf's offer in spades.

ifour



ridgmount pr

threepipe



x3

PPC campaign
x3 more effective than
industry standard

KNAUF

competition guide

WIN £500
holiday vouchers

play now



2,010
game players

70% desktop
18% mobile
11% tablet



10. Best Branding & Positioning



Winner: Armitage Shanks

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.

Armitage Thanks achieved campaign objectives 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.

Shortlist

- Armitage Shanks
- Atkins (gyro)
- Jacksons Fencing (The Think Tank)
- Knauf (ifour, Ridgemount PR, threepipe)
- Marley Eternit
- Reynaers Ltd

Judges Comment

“Creative campaign strategy, with clear objectives, using a broad range of activities across the marketing mix. Tactics covered an impressive variety of channels and platforms. Audiences are clearly defined.

A great play on their brand name in a special anniversary year and for a worthy charitable cause. Novel, very creative and memorable- celebrating a true brand heritage by taking it to yet another level.”



CMAAs 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



11. Best Professional Services Marketing Campaign

Winner: Clear Architects (Luminescence)

Clear Architects (CA) is a small but ambitious, high-end, Essex-based architectural practice. Luminescence has worked with Clear Architects since 2013. Over a year Luminescence achieved 67 pieces of positive PR coverage. Luminescence also increased brand awareness, with direct traffic to a new website increasing by 20% (Google Analytics). And Clear Architects won 'Best Of Design' on Houzz® 2017 voted by 40m monthly web visitors against competition of 1 million other home improvement and design industry professionals.

clear.

Shortlist

- AECOM
- Atkins (gyro)
- Clear Architects (Luminescence)

Judges Comment

“A really hard-working campaign, well thought through and implemented. Overall a really well-structured campaign achieving excellent results for a relatively small budget.”

G Glenigan



**Win projects, sell products and
forecast with confidence, with Glenigan**

www.glenigan.com tel: 0800 373 771 email: info@glenigan.com

clear. Clear Architects – Property PR

Clear Architects is a small but ambitious, high-end, Essex-based architectural practice. Luminescence has worked with Clear Architects since 2013, its first foray into PR.

Following previous years success for 2,700% ROI after a Sunday Times placement (CIPR EXCELLENCE Award Finalist 2017) founder Melanie Clear, increased budget to better integrate media relations & digital.

Objectives:

- CA to appear in national media synonymous with high-quality design
- Attract clients embarking on design-led builds across South East
- To improve user experience on CA digital assets including a new website

Brief:

- Increase brand awareness, CA synonymous with high-quality design
- Increase coverage of completed projects, especially in prestigious titles beyond Essex
- Increase & improve CA's online presence

Achieved all objectives:

Positive coverage of CA projects in key, prestigious titles (The Times, Metro, Grand Designs, RIBA Journal). From June 2016 to June 2017 we achieved 67 pieces of coverage:

- ✓ 437 Million online readership
- ✓ 4.42 Million printed circulation
- ✓ 621,000 coverage views
- ✓ 887 social shares
- ✓ 1 New improved website
- ✓ 1 Digital Media Award (Best of Houzz)

Anecdotally CA team told "Melanie is everywhere, I see her projects in everything I read!"

CA won 'Best Of Design' on Houzz® 2017 voted by 40m monthly web visitors against competition of 1 million other home improvement and design industry professionals.

Melanie is now a regular columnist for Real Homes and Grand Designs magazines.

New Website

Attracted clients embarking on design-led builds across South East - new website saw an increase in users of 35%, "time on page" increased by 70% & London & Chelmsford traffic increased by 78% & 675% respectively.

Increased brand awareness; direct traffic to new website increased by 20% (Google Analytics).

12. Best Contractor Marketing Campaign



Winner: Kier Group

Research, commissioned to kick-start Kier's Shaping Your World campaign, showed the industry is still misperceived as 'muddy', 'manual' and 'male dominated'. Add in a careers advice service that hasn't kept pace with industry; Meaning drawing in a new generation of talent into the industry is a fundamental challenge. In answer to this Kier has pledged 1% of their workforce as Kier Career Ambassadors, to work with schools and colleges to engage with 10,000 students over the next 12 months.

They are also showcasing their pride and passion in the industry with a new 24 month campaign branded 'Shaping Your World'. This includes the Virtual World Plaque™. Kier are adding this plaque to their buildings and hoardings with the collaborative support of clients – a physical marker that links to a digital archive of inspiring content about projects, part of a whole new engagement website, www.shapingyourworld.co.uk

Shortlist

- Kier Group
- Novus Property Solutions (Harris)

Judges Comment

“A great project, focused on a really urgent challenge for the industry. Initial response looks very encouraging. Creative and innovative, a great campaign, well executed.”



How do you take yours?

Strong integrated **construction marketing** that tastes great!
Now in our **25th year** of brewing great ideas.

the**think**tank

www.thinktank.org.uk

SHAPING YOUR WORLD™

This campaign aims to address public perception of the industry, attract new talent, specifically by engaging Generation Z (11-15 year olds), help in bids to demonstrate social/added value and showcase the fantastic work we do across the country.

+87%

increase in direct job applications

+200%

increase in social media/press conversations around Kier Group

£17k

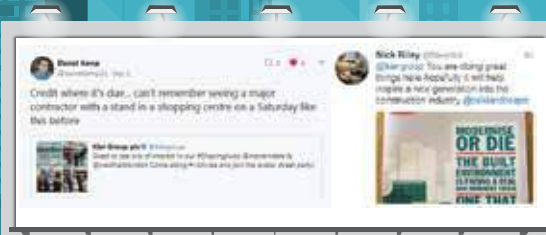
saving on Sept 2017 recruitment costs



London launch event



Manchester launch event



11k

total avatars created

300+

Kier Ambassadors sign ups for school visits

33k

campaign website visits

12%

increase in positive sentiment

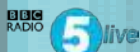
+30%

increase in touch points with our strategic clients

124

pieces of media coverage secured

Media coverage:



INDEPENDENT

Sunemployment



www.shapingyourworld.co.uk

13. Best use of Research & Insight



Winner: Howarth Timber (Harris)

In 2017 Howarth Timber approached the Harris agency with a new challenge: to support its new retail ranges by appealing to consumers directly. The new customer profile built from research looked markedly different from Howarth's usual contractors, and resulted in a whole new brand: Howarth At Home, a lifestyle vehicle with a focus on high-value items.

Howarth At Home ranges are now on display at 12 of Howarth Timber's branches, with a further five showrooms planned for the near future. Since the launch of the brand and website in January 2017, and the showroom roll-out, there has been an increase of 300% in sales compared to the previous period during 2016.

Shortlist

- Howarth Timber (Harris)
- Reynaers Ltd (Mobas)
- The Builders Merchant Building Index (a BMF brand) (MRA Marketing)
- Wienerberger (ilk Agency)

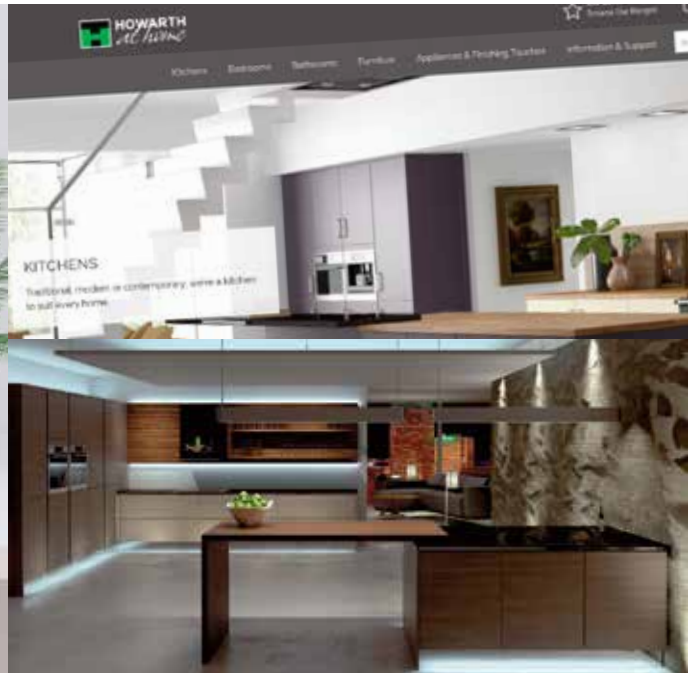
Judges Comment



A solid submission with measurable business results. I particularly liked the use of Google Analytics as part of the research phase as well as the ongoing campaign measurement. The results are impressive and the outcomes are not insignificant.



13. BEST USE OF RESEARCH & INSIGHT



Howarth Timber Howarth At Home

Howarth Timber has been a Harris client for more than 15 years. In 2017 the company approached the agency with a new challenge: to support its new retail ranges by appealing to consumers directly.

Harris' thorough examination of the target audiences, in-depth reviews of the company's existing marketing strategy, competitor studies and Google analytics gave a complete picture of the market Howarth had set its sights on, and how best to reach them.

The new customer profile built from this research looked markedly different from Howarth's usual contractors, and

resulted in a whole new brand: Howarth At Home, a lifestyle vehicle with a focus on high-value items.

Howarth At Home ranges are now on display at 12 of Howarth Timber's branches, with a further 5 showrooms planned for the near future. Harris' research, insight and resulting marketing strategy helped Howarth At Home to secure distribution of the Laura Ashley Kitchen Collection.

Since the launch of the brand and website in January 2017, and the showroom roll-out, there has been an increase of 300% in sales compared to the previous period during 2016.

14. Best use of Content Marketing

Winner: Reynaers Ltd (Mobas)



To coincide with the creation of Avalon, a virtual reality facility at Reynaers' headquarters in Belgium, Reynaers, working with Mobas, created a content marketing strategy to communicate directly with the target audiences. A large number of influential UK architects were surveyed to understand their view of emerging technological developments, including CAD, BIM and Virtual Reality, and how these have impacted their work practices and client relationships.

The findings of this informed a state-of-the-nation report, with the objective of elevating Reynaers as an expert in the industry. The finished report, 'The View - Design Transformed', was emailed to respondents for exclusive early access, and followed with a release through traditional and social media channels. This campaign was a creative way to introduce Avalon to architects, specifiers and developers, whilst feeding into a wider marketing campaign, backed by PR and social strategy, to maintain a steady, consistent, expert presence in the commercial market.

Shortlist

- Marshalls (gyro)
- Reynaers Ltd (Mobas)
- Potton

Judges Comment

“Strong research and a well-implemented campaign. A really good piece of brand positioning and promotion. The content was very relevant and well thought out. A very commendable initiative which drove a measurable increase in sales leads from the specific target audience.”

COMPANY:
REYNAERS

AGENCY:
MOBAS

PROJECT:
THE VIEW

CATEGORY 14:
BEST USE OF CONTENT MARKETING



the View

Design transformed



Reynaers frames the view of the industry on the future of architectural design.

92,000
key targets **reached**

64% UPLIFT
in website traffic YOY

300
downloads from new prospects

informed by
100
expert opinions

mobas

15. Best Low Budget Campaign (<£25k)



Winner: Premier Guarantee

Following the launch of their National Developer Structural Warranty service in January, the Premier Guarantee marketing team were tasked to target the top 10 national developers in the aim of attracting one developer to move their entire business to the brand and persuade two to trial their services in the aim of future group deals on the back of service success.

With a limited budget the marketing team developed the 'Perfect Partnership' campaign - a mixture of great team work, customer insight, and a bucket load of creativity - proving that, even on tight budgets, smart marketing can produce great results!

Shortlist

- Fire Door Safety Week 2016 (Liz Male Consulting)
- Human Recognition Systems
- Novus Property Solutions (Harris)
- Premier Guarantee
- Wienerberger (ilk Agency)

Judges Comment

“A clear and simple campaign that was focused and well-executed, with excellent outcomes”

MULTIMEDIA MARKETING THROUGH ONE CHANNEL



In the aim to create partnerships with National Home Builders the 'Perfect Partnership' campaign was designed to wow targets with content that was easily digestible and interesting. Backed by customer research the results generated were outstanding...

108% of target achieved **58% over target**
in lead generation in orders

ROI 84,268%

premier
guarantee®

**THE PERFECT
PARTNERSHIP**

Category 15. Best Low Budget Campaign

16. Best Mid-Range Budget Campaign (£25k – £50k)



Winner: EH Smith Builders Merchants

EH Smith acquired a new site in August 2016 to add to their Builders Merchants branch portfolio. The site, having been derelict for three years, needed a complete rebuild. The challenge for the small marketing team was to not only assist in this transformation but to also engage the local residents and tradesmen to raise awareness of the new branch.

A whole range of marketing methods were executed including direct mail, outdoor advertising, social media, promotional giveaways and even a 'local hero' to officially open the branch. In a short period of time, using a detailed integrated communications campaign, the internal marketing team were proud to deliver the single most successful branch launch in EH Smith's 95 year history.

Shortlist

- EH Smith Builders Merchants
- H+H UK Ltd (Ridgemount PR)
- Elite Systems (Harris)
- Imperial Bricks (MRA Marketing)
- Reynaers Ltd

Judges Comment

“Creative and delivered on a budget. Well thought out and executed. Good research into customers, good creative approach and great results.

The build-up through various targeted messaging campaigns, the engagement of “heroes” and the final execution of the launch make this a deserved winner.”

Best Mid-Range Budget Campaign

In just under two months, our marketing team delivered a detailed integrated communications campaign targeted at different audiences to launch a new builders merchants branch in Birmingham.

Through research and a range of marketing methods, we delivered the single most successful branch launch in EH Smith's 95 year history, enabling the new branch to exceed all expectations.



BEFORE



AFTER



Bus Backs
525K reach



Petrol Pumps
64K fill-ups



ATMs
34K engagements



Radio
4.5M reach



Direct Mail
50K+ reach



17. Best Big Budget Campaign (£50k+)



Winner: Jewson

Building Better Communities has been a hugely successful initiative for Jewson helping to formalise interaction between the brand and the local communities close to its UK-wide branches, and position Jewson as an active supporter of grass-roots initiatives.

In 2017, Jewson looked to take their initiative to the next level, introducing a new Trade Hero category to recognise construction workers who carry out the 'behind the scenes' tasks in their community that often go unnoticed. As well as launching this new award, Jewson set challenging objectives to expand the reach of the competition, engage more charities and organisations, drive more nominations and ultimately, make a bigger difference to more communities across the UK.

Shortlist

- Brett Landscaping (Ridgemount PR)
- Ideal Boilers
- Jacksons Fencing (The Think Tank)
- Jewson
- Leica Geosystems (The Think Tank)
- Polypipe (SLG)

Judges Comment

“This is a great creative idea, authentic and really well executed. It ticks all the boxes in terms of how it creates differentiation with competitors, deepens engagement with customers, wins hearts and minds but most importantly make a real difference to peoples' lives by giving something back to the community. An excellent campaign with clear objectives, novel ideas, good use of media and an all-round solid campaign.”

Highly Commended: Brett Landscaping (Ridgemount PR)



In 2016 the decision was made within the marketing and public relations departments that the focus for 2017 would switch the brand from being the 'other' brand choice, to being the 'preferred' choice for contractors and specifiers. All press and public relations activity in 2017 was to place emphasis on Brett Landscaping's technical expertise, reliability, friendliness and the family-owned ethos.

To achieve this, Brett Landscaping maintained an effective media relations strategy, shifted to a greater emphasis on digital channels, developed a personality through advertising and achieved greater buy-in from individuals across all aspects of the business.

Judges Comment

“Dogs in advertising- who would have thought it... However- it works and the engaging content has driven great results. A great campaign that works at many levels.”

BEST BIG BUDGET OVER 50K



Entry: Jewson Building Better Communities 2017

Building Better Communities has been a hugely successful initiative for Jewson helping to formalise the link between the brand and local communities and position the company as an active supporter of grass-roots initiatives. In 2017, Jewson took the competition to the next level, introducing a new Trade Hero category and raising the prize fund to £250,000.

Through an insight-led, integrated marketing communications strategy, the engagement and reach of Building Better Communities has blown Jewson's targets for the competition out of the water. With a reach of 13.5 million – up 893% on 2016 – Building Better Communities saw more entries than ever before, and awarded £250,000 in building materials to individuals and organisations that are the lifeblood of their industry or local area.

"I've been so impressed with the projects and amount of causes helped over the past few years, so it's been an honour to have supported the Building Better Communities competition from Jewson. The funds donated will help the groups and charities make huge improvements to their buildings and, ultimately, make a difference to the communities of today and of the future."

George Clarke,
TV architect



18. PR Agency of the Year



Winner: CIB

A management buy-out by Gavin Tadman and Catherine Caplis in April 2016, has invigorated the 32 year old business, with a strategy to free up and empower a newly formed senior management team to focus solely on client strategy, creativity and growth. The new structure has enabled senior members to be more proactive in their approach to client's businesses. As a result, CIB has seen a significant increase in spend, with clients increasingly awarding them a greater share of their budget.

The past year has been an exceptionally strong period for CIB, with the company gaining 9 new retained PR clients, all in the construction industry and enjoying a client retention rate of over 90%.

Shortlist

- CIB
- MRA Marketing
- Refresh PR
- Ridgemount PR
- Tangerine

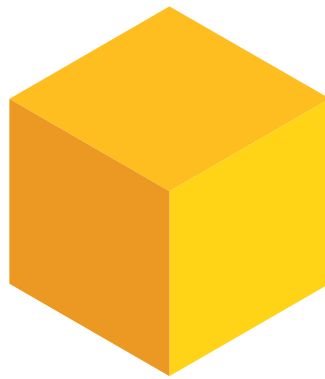
Judges Comment

“CIB are steadfast believers in delivering quality technical detail, and this, combined with their fantastic culture of creativity, helps them build real, useful stories addressing a wide range of information needs. This has made them popular with the trade editors, and helps their clients get more coverage than their rivals. Their approach to team development is exemplary – with training, mentoring, and a culture encouraging novel thinking and innovation from all staff. At interview, the team shared tremendous pride in their work, and in how they deliver, they're right to be proud!”



Servicing 41 clients and representing some of the biggest brands in the built environment, CIB remains one of the construction industry's leading PR agencies.

Our bright, enthusiastic teams – each of them headed by experienced professionals with between 5–15 years' specific construction PR experience – continue to delight our clients and make a fantastic contribution to CIB's on-going success.



18.

PR Agency of the Year

Highly Commended:

Ridgemount PR



Ridgemount PR have added services fast, building a reputation for demonstrably effective social media campaigns, blog posts and website copy alongside their core media relations offer. They have branched out into blogging, promoted content, creating social communities and instore promotions, introducing new elements all the time to keep campaigns fresh and creative.

The tenacity, enthusiasm and sheer “give it a go” positivity of the team has produced results in spades for their clients and for Ridgemount PR, resulting in four client wins, a healthy growth in revenue from our longest-standing clients and an overall 38% increase in turnover.

Judges Comment

“Ridgemount’s 100% client retention rate is truly impressive, and their new wins, and refreshing approach to the interview, won them high scores and many plaudits. They describe themselves as a content agency and are embracing digital media more enthusiastically than the rest of the field. Their approach, and strong editorial relationships, are winning them significant new business, and they are growing rapidly. Their approach to recruitment and training has produced a dynamic and highly motivated young team. The future is bright!”

UK CONSTRUCTION WEEK | 2018



9-11 OCTOBER | NEC | BIRMINGHAM

OVER
40%
STANDS ALREADY
SOLD OUT

THE UK'S LARGEST
BUILT ENVIRONMENT EVENT

ENQUIRE TODAY!



33,697 VISITORS OVER 3 DAYS

UKCONSTRUCTIONWEEK.COM

Includes access to these events:

**TIMBER
EXPO**

**SMART
BUILDINGS
2018**



**HVAC
2018**

**ENERGY
2018**

**PLANT &
MACHINERY
LIVE**

**CIVILS
EXPO**

**SURFACE::
MATERIALS
SHOW**

**GRAND
DESIGNS
LIVE**

19. Agency of the Year



Winner: MRA Marketing

MRA Marketing are a full-service agency specialising in construction, building materials, and home improvement. Working with customers to help them achieve both their immediate goals and long-term strategic objectives that enable them to grow profitably.

Their understanding of markets and supply chains, experience of what works and what doesn't, and their in-house capabilities enable them to drive integrated, synchronised marketing programmes that produce outstanding results. With high customer loyalty (3-15 years typically) and a healthy referral rate they have generated impressive growth in a flat or declining market, with a 20% year on year sales growth.

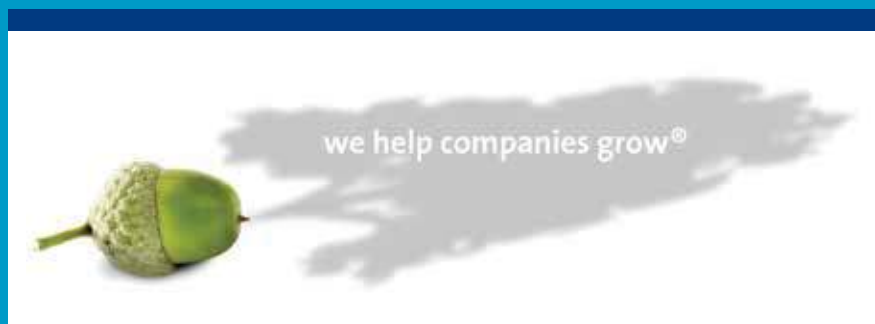
Shortlist

- BDB
- Fabrick, formerly known as CFA
- gyro
- MRA Marketing

Judges Comment

“We saw some great teams during the interviews, and it was hard to choose a winner, but MRA showed the difference they make to their clients. They track the bottom line improvements they deliver, and are focussed not on campaigns, but on the client's holistic marketing activity and needs. They told us they want ambitious clients, the right clients, and are demonstrably not afraid to turn down the wrong sort of business. They also have a superb approach to the team's personal development, and this is paid back with exceptional loyalty. These guys are setting the example.”

Agency of the Year



SALES
growth up
20%
year-on-year



STAFF
GROWTH
UP 26%
year-on-year

“In just over 4 years, MRA took SWISSPACER from virtually unknown to market leader, and sales continue to grow.”

Jan Hiersemenzel, Head of Marketing, SWISSPACER



16 NEW
CUSTOMERS
in the past **12**
MONTHS

20. Emerging Talent – Young Marketer of the Year

Winner: Emily Maguire-Kingspan Insulated Panels



Emily joined the Kingspan Insulated Panels team as a marketing graduate in July of 2015 at the age of 21 and has gone from strength to strength. After just three months with the company, Emily was tasked with helping to deliver an incredibly complex new global website project, making her the youngest Country Coordinator in the global team!

Emily's ability and confidence to lead on projects, execute campaigns and present proposals and findings to senior management and director level personnel is astounding. Emily has certainly grasped every opportunity and challenge presented to her with both hands and is shaping up an extremely successful marketing career for herself.

Shortlist

- Emily Maguire – Kingspan Insulated Panels
- Lauren Miller – Kingspan Insulation
- Elizabeth Sainsbury – British Gypsum

Judges Comment

“Quick career progression and rapidly increasing responsibilities are testament to how highly Emily is regarded within the organisation- and no wonder. Clearly someone who grabs opportunities, volunteers to take on more and delivers. Astounding!”

Emily Maguire

Young Marketer of the Year

"Emily's strategic planning and execution of the Graduate Programme marketing campaign resulted in a 50% increase in applications in one year. Emily is a key member of our Global Marketing team and we are excited to see her influence the construction industry even more in the coming years."

Louise Foody, Global Marketing Director



Continued from page 50...

Highly Commended:

Lauren Miller- Kingspan Insulation

Lauren Miller joined Kingspan Insulation in February 2016 and quickly established herself as the digital expert within a marketing team of ten. She is responsible for developing the company's longer term digital strategies, in addition to managing all day-to-day digital activities and leading on all digital projects. Lauren takes much pride in her role, and has delivered multiple projects each with commendable results.



Judges Comment

“Demonstrable results point to hard work and knowledge. Impressive appetite for seeking business efficiencies and identifying opportunities for continuous improvement. Impressive achievements which earned her the respect of her team and business and group lead responsibility.”

Highly Commended:

Elizabeth Sainsbury- British Gypsum

In little more than a year since joining the marketing team at British Gypsum, Lizzie has used her drive, self-motivation and initiative to achieve real success across a number of campaigns and projects. This has resulted in significant improvements in British Gypsum's work to engage more closely with their market and enhance their brand strength.



Judges Comment

“Another impressive young marketer, Objectives clearly set and clearly achieved. A huge range of projects, all delivered with enthusiasm and success. Clearly a very versatile marketer with a great career in front of her.”



By architects, for architects

Live, online, and in print

Our integrated approach ensures that content and platform work in harmony to build connections with our audience and deliver engagement and results for our clients

www.architecturetoday.co.uk

Contact Midge Myatt

midge.m@architecturetoday.co.uk

+44 (0)1902 851 645

Architecture
Today



21. Marketing Team of the Year



Winner: Kingspan Timber Solutions and Potton

Fae and Becky manage not one but two national companies; 'Kingspan Timber Solutions' and 'Potton', a household name within the self-build sector. They have delivered impressive and tangible KPIs consistently and effortlessly. Increased lead generation delivered by marketing has resulted in Potton increasing its sales team by 50% in the past year to keep up with demand. And Fae and Becky have completed CIM qualifications this year in their own time.

The modest marketing duo is ahead of the game, paving the way by introducing marketing granularity and a customer centric approach. The marketing department, albeit a small one, shows limitless devotion and drive and is achieving noticeable success, exceeding KPIs and contributing to wider business strategy for both Kingspan and Potton.

Shortlist

- Keylite Roof Windows
- Kingspan Timber Solutions and Potton

Judges Comment

“Impressive amount of work done by just two people – with exceptional project management. Clear identification of what needs to be achieved, with a keen and proactive approach ensuring results are delivered makes this entry a winner! The quality and targeting of output is very high.”



Marketing Team of the Year

Just 2 people – 2 national brands

2 NEW WEBSITES



**PROMOTING
35 EVENTS**

11 EXHIBITION STANDS



**AWARDS
ENTRIES**

50%

**8 CASE STUDIES PLACED
& 4 FRONT COVERS**

POTTON HAS NOW EXPANDED SALES TEAM BY



**ANNUAL
MAGAZINE
PUBLICATION**

**SHOW CENTRE
FOOTFALL
UP 17%**

**UP
103%**

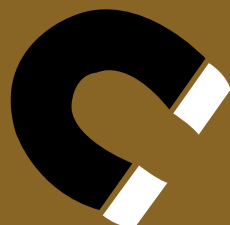
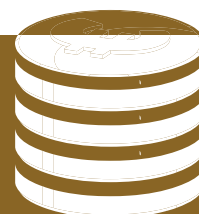
**VISITORS TO
SHOW CENTRE
WITH A PLOT
OF LAND**

**BOTH COMPLETED
CIM QUALIFICATIONS**



**REDUCED PR SPEND FROM
>£80,000 TO <£15,000**

**KTS AND POTTON WEBSITES
UP 12% & 20% RESPECTFULLY**



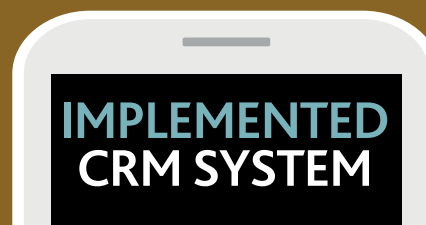
28%

PROSPECT LEADS UP

95%

SUSPECT LEADS UP

**IMPLEMENTED
CRM SYSTEM**



we help companies grow®



STRATEGIC MARKETING & PR

Our success at helping companies grow, and our promise to take you 'from A to B' makes us different. Don't just take our word for it: Visit www.mra-marketing.com

“They've really helped us raise our game, opening up new opportunities for us and working with us to increase our market share. It's made us realise what can be achieved with powerful PR and strategic thinking.”

Andy Williamson, UK Group Managing Director, IKO PLC

01453 521 621

lucia@mra-marketing.com

www.mra-marketing.com

[@MRAMarketing](https://twitter.com/MRAMarketing)

cma
construction marketing
AWARDS 2016

Winners 13 times
2002 - 2016

No.1 in the CMA Agency League