

Marketing

Conveying the competitive advantage that your company can bring to clients is crucial for success. This award celebrates the implementation of successful marketing strategies or one-off marketing campaigns

Finalists

Lick UK
SMP Group



Winner Minuteman Press

This entry reflected the company's use of a mixture of creative and structured marketing campaign and strategies. The judges said this entry had been clearly thought out and had shown significant effort.

The judges described this entry as showing how a thoughtful integrated campaign has evaluated the end-to-end process and sought to add value, not only to the business, but also the customer.

Peter Wise, together with his wife Lucy, purchased Minuteman Press in Bristol in September 2006. With no printing experience between them and an initial audit that indicated significant work was needed to refloat the business as a profitable printer, Lucy and Peter put their marketing qualifications and experience to the test and implemented some radical measures to get business back on track.

Staff changes, new processes and an improved focus on clients' requests paid significant dividends with turnover up 42%, lead time down from 19 working days to six and equipment reliability drastically improved. Some of the marketing techniques used included cleaning and updating the client database with all clients allocated a Standard Industrial Classification (SIC) code.

This campaign has evaluated the end-to-end process and sought to add value, not only to the business, but also the customer