

## Awards 2016 Marketing Campaign of the Year



### Finalists

- Celloglas
- Datum
- Howard Hunt Group
- Inc Direct
- Resource

### Winner

#### Resource

[www.weareresource.co.uk](http://www.weareresource.co.uk) 0113 200 5000

"Don't forget the results of the campaign," reminded judges for a category rewarding the best marketing project for printers to promote their own businesses. Resource launched its communications and marketing events brand, CommsHero, to "get in front of new customers and win business" using a dedicated website and Twitter. It did just that: In the first year of hosting face-to-face icebreaker events, the Leeds business rolled out 45 delegate meetings, saw a 53% jump in Twitter followers and clocked up £1.3m of new business, leaving one judge to sum up, "you can't argue with the results because in marketing that's what matters".

### Highly commended

#### Howard Hunt Group

[www.howardhuntgroup.com](http://www.howardhuntgroup.com) 01322 273252

This campaign achieved an overall ROI of an incredible 2,445% for the Dartford, Kent company. "And this is why people need a strategic approach to marketing," insisted judges. Howard Hunt restructured to spearhead business operations, invested in new kit and rebranded.

#### Inc Direct

[www.incdirect.co.uk](http://www.incdirect.co.uk) 020 8344 6280

"Brilliantly creative," said one judge. The Stress Reliever campaign targeted marketing directors who are "notoriously difficult to connect with". A high-impact mock first-aid-box with doctor's prescription invited recipients to go to a personalised URL listing various marketing 'pain points' to choose the most relevant marketing 'cure'.

Resource's CommsHero campaign delivered great results

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