



PRESS RELEASE

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Businesses competing for Excellence in Marketing have been selected!

The South Wales Chamber of Commerce is pleased to announce the shortlisted candidates for Excellence in Marketing – one of the award categories that form the Chambers of Commerce Business Awards, in partnership with the Western Mail.

This year Arriva Trains, Donate Wales with Freshwater-UK and Go Compare will go head-to-head to compete for the title of Excellence in Marketing.

The Excellence in Marketing Award is sponsored by Zeffa Limited and the winners will be announced at the Awards Dinner on Friday 24th September at the Mecure Holland House Hotel.

James Robinson, Managing Director of Zeffa Limited, said: “Having read the bagfuls of entries for the Excellence in Marketing category it’s clear that Wales has an abundance of businesses prepared to invest resources in understanding their customer’s needs and wants and then doing something about it at a time when many businesses still insist on cutting their advertising spend.

“At Zeffa we put the client at the heart of everything we do and the businesses we have shortlisted have demonstrated that they do exactly the same. This award celebrates those businesses that push the boundaries of a traditional marketing campaign to grow their business through effective communication with their customers and at the same time delivering real accountability for their spend by demonstrating the direct impact their campaigns have on the bottom line.

“We’re proud to sponsor this award and believe the shortlisted businesses should be proud of their achievements because they’ve proved that you can’t solve a problem if you play by the rules!”

Vanessa Schotes, Head of Marketing at Arriva Train Wales (ATW), said: “The ‘love the train’ campaign was developed and implemented by ATW’s in-house marketing team and highlights the team’s methodical approach to marketing planning and dedication to clear and simple communications.

“Working within challenging budgets the ATW marketing team has continuously delivered measurable results and impressive returns on investment with its campaigns and ‘love the train’ is a key example of this success.

“Arriva Trains Wales is very excited to be short-listed for the Chambers of Commerce Excellence in Marketing Award. It is a testament to the team’s hard work and dedication to winning more and more people over to ‘loving and travelling by train’”

Cardiff Based, Arriva Trains Wales (ATW) is one of 26 rail companies in

the UK, providing passenger rail services for Wales and the Border Regions. ATW operates a fleet of 125 trains, running 955 services per day. Over 26million passenger journeys take place on our network each year.

Angharad Neagle, Creative Director at Freshwater, said: “We are delighted to have been shortlisted along with Donate Wales for the Chamber of Commerce Excellence in Marketing award. The significant increase in sign-ups to the organ donor register during this campaign was achieved by working closely with the charity and transplant patients, and by using a wide range of channels to achieve maximum reach. Being shortlisted not only recognises the creativity and results of the campaign, but also helps push the issue of organ donation back into the spotlight.”

Freshwater is a national PR and marketing agency, headquartered in Cardiff, but with offices in nine cities across the UK.

It provides a full range of communication services, including PR and marketing, crisis and issues management, corporate communications, public affairs, brand and creative development, advertising and media buying, media training, market research, event management, web design and digital marketing.

Chairman of Donate Wales Campaign / Kidney Wales Foundation, Roy J Thomas, said: “The ‘Waiting on Death Row Campaign’ was well received and different from others that have run in the UK because patients took part in filming and photos from across Wales. These patients are very unwell and waiting for a transplant. It was considered hard-hitting but essential in helping highlight the importance of signing up to the organ

donor register. It is extremely pleasing to see the campaign recognised by being shortlisted for this award as it shows that its message has really resonated with the public. It is vital that we continue to keep the issue of organ donation on the agenda, and this award shortlisting will provide a timely reminder that we need more people on the organ donor register.”

Donate Wales is a coalition of nine major charities and organisations, led by the Kidney Wales Foundation, to help promote organ donation and tackle the shortage of donors. It is made up of the Kidney Wales Foundation, British Heart Foundation Cymru, British Medical Association, Diabetes UK, British Liver Trust, Cystic Fibrosis Trust, Live Life then Give Life, Royal National Institute for the Blind and the Wales Kidney Patient Association. Its establishment marked the first time a group charities had come together to raise the issue of organ donation.

Nick Hall, Head of Marketing, Gocompare.com, said: “We are absolutely thrilled to have been shortlisted for this award. The Gio Compario advertising campaign has been phenomenally successful and resulted in a huge uplift in brand awareness and website traffic, as well as being great fun to work on.

“Gio Compario has become one of the most memorable characters on TV; he provides us with a great platform to deliver our message and has unique qualities that ultimately help to differentiate the Gocompare brand.”

Gocompare.com launched in November 2006 to help people find the right insurance cover at the right price. It was founded by Hayley Parsons who has worked her entire career in the insurance broking and

aggregator markets and was the first comparison site to focus on displaying product features rather than just listing prices.

Today, Gocompare.com provides one of the most comprehensive online car insurance comparison services in the UK as well as comparing home, pet, motorbike, van insurance and breakdown cover.

For more details on the Awards Dinner, how to book and other events during Chambers of Commerce Business Week, sponsored by the University of Glamorgan Business School, visit:

www.businessweek.org.uk

Ends

Notes for editors

Photos and logos for Arriva Trains, Freshwater and Go Compare

The South Wales Chamber of Commerce is the ultimate business network pan South Wales and exists to provide a regional voice and offer support to businesses pan South Wales.

Since merging with the West Wales Chamber of Commerce, the South Wales Chamber of Commerce now represents over 1000 businesses and 100,000 employees.

For more press information please contact Laurian Corner at the South Wales Chamber on 01633 242715 or laurian.corner@southwaleschamber.co.uk