



Most Effective Use of a Low Budget

Perhaps it was always likely that the best use of low budget in 2008 would be dominated by direct sales activities that are able to demonstrate very clear ROI

Gold: Gekko, Samsung

Gekko had a budget of just £49,000 for a demonstration and sales campaign for Samsung cameras so the agency had to give careful consideration as to what stores were to be included in the campaign. Using available sales out data and sales information from the previous four demonstration campaigns, Gekko graded the call file to establish those sites with a proven track record of delivering Samsung sales.

In addition, rather than implementing a blanket coverage of the call file over say a 4 week period, days and dates with the highest sales potential were selected in the run up to Christmas and into the January sales. For example, the weekend following November's payday was selected as was Boxing day, the first weekend after Christmas and the opening days of the sales.

Having a small, experienced and previously trained team helped in keeping training costs down, and allowed Gekko to use the budget for extra days in-store.

- 250 demo days

- 1644 camera sales
- Value of sales achieved - £235,569
- Average unit price (cameras) - £143.29
- 1910 accessory sales
- 33% conversion rate (product demonstrations leading to a sale)
- An average of 7 units sales were made each day in-store



Highly Commended: Storecheck and Frontier FM, Organix

When Organix fell victim of a store chain implementing an incorrect planogram targeted field marketing was deployed to correct it. Investigation using data reports from stores and telephone and mail, narrowed the issue down to

only a few problem stores for which Frontier were deployed enforce compliance. The budget for the activity was £20,000. Janet Horner, national account manager, Organix stated "Your work at individual store level looking at planogram compliance and cereal bar distribution helped to increase retail sales in Tesco by over £400k in the last 6 months of 2008."

Silver: Corporate Innovations, Walkers

With an initial budget of £35,000, the agency was charged with delivering an exciting and effective promotion to increase the sales of Walkers 28-packs with a summer programme that would boost overall annual sales figures.

Walkers were seeking a promotion that uplifted sales during this period and appealed to the specific target audience of the bulk buy Walkers product.

By facilitating a partnership with Chevrolet, the agency was able to maximise the return on investment for Walkers during the campaign by securing high value competition prizes (the cars) at negligible costs to Walkers. Additionally, the agency secured a further £15,000 marketing budget from the partner Client, Chevrolet, extending the campaign management budget to

Some 2,100 branded shippers were sited within Morrisons stores. In addition, floor media, leaflets, hanging boards, shelf barkers and petrol forecourt posters were included in the communication package, creating dominant presence across the store estate.

Walkers and Chevrolet achieved 'Front of Store' visibility of 600 days across 370 stores.

6,211 competition entries were received.

Most importantly, the activity drove 18% increase in sales and a 2% increase in Walkers market share in Morrisons' stores (compared to a similar period with no bespoke overlay).

9 people won cars through the Morrisons Chevrolet promotion.

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Using £50,000 total campaign budget as the upper guide, entrants must state the total FMBE budget for the activity discussed in the entry case study, making clear account of how and why the money was spent.

Entrants should meet two or more of the following criteria: regional impact; success on behalf of a small business/manufacturer/brand; low cost per contact; creative methods for extending budget reach; successful introductory campaign leading to increased budget spend commitment; exhibition success; sales uplift; brand insight; consumer insight; ROI

Commended Finalists
Fieldsmart, Momentum Sense, Google

Previous Winners Hotcow, Thomson Fly