



# Field Marketing Agency of the Year

The FM categories saw their best ever strength in depth so unsurprisingly there were several strong candidates for this one

## Gold: Gekko

Gekko is a specialist IT/Electronics retail field agency. It is always going to be hard for such an agency to come through to win an award which recognises all round merits.

Nevertheless Gekko showed off several consistent performances alongside good strong campaigns that in themselves saw gold and silver recognition in the 2008 awards.

But it was all round excellence that impressed. Gekko is a successfully growing business and it does so by having a very low attrition rate for its clients. It works with some of the biggest names in IT, including Apple, Toshiba, Samsung and Epson and these brand owners typically provide glowing testimonials for their agency.

2007-8 was a very big 12 months for Gekko. Apple's Store In Store innovation took that relationship onto another level. The roll out that won silver in this year's innovation category is unparalleled in UK field marketing and further cements a client agency relationship that looks rock solid. Apple's preference is to have Gekko's reps selling their products at retail rather than relying on the retailer. It is an enormous complement to the agency.

This year Gekko also showed tactical sales excellence for Toshiba. Again, this sales success was not a one off, but brought into being by the learnings from several similar activities, honing and polishing the strategy and teamwork until it really shone.

2007-8 was also the year when Gekko was entrusted with the instore launch of a major new name in broadcast TV, Setanta. So Gekko had a great chance to prove that they could negotiate



merchandising exposure with grocery retailers as effectively as any FMCG specialist, and they did so, as testified by the merchandising and compliance judges who brought the activity through onto the shortlist of finalists at the expense of leading grocery brands.

There was a final case study too, showing how Gekko handled the winning of the TUPE contract with Epson. It was the final vindication in favour of our agency of the year. It showed an agency that has high principles for staff motivation and care and provided judges with a very rounded picture.

So for innovation allied to strong merchandising traditions, and multiple sales successes allied to responsible staff training and development and great client relationships that are underpinning steady and sustainable agency growth, Gekko is named the 2008 Field Marketing Agency of the Year.

## Silver: FSS

Field Marketing's fastest growing agency of the year also delivered the campaign that was considered to be 2007's most exciting display of the power of field marketing in the shape of the award winning launch of Cadbury's chewing gum brand. The Trident launch invigorated the whole category and had a dramatic effect on the way that

shoppers consumed the product. Field marketing has been the major driver of growth that has shown the way for other bran innovators.

FSS also showed a good deal of versatility in this campaign that quickly engaged further innovations to follow up the main launch.

## Silver: CPM

CPM nearly defended the title that they held in 2007, and just missed out in 2008 in a very close decision.

This year an outstanding performance for Mars at independent retail and a massive staff assembly for Camelot's

Euromillions draw were impressive and emblematic of the dedicated and structured upscale activities that are the hallmark of field marketing's largest agency.

## Highly Commended: The Brand Company

The Brand Company's critical pre-floatation overhaul for sunglasses manufacturer FosterGrant showed that there is much dynamism and clarity of vision at the agency and an enormous willingness to deliver to and surpass KPI targets. The FosterGrant work was also supported by highly effective use of data.


it could be effective in multiple grocery categories with clients such as Duracell and Sony benefiting. Tactical category judges also commended the Brand Company's work for Boehringer Ingelheim's unglamorous gastrointestinal healthcare brand DulcoEase for whom the Brand Company delivered outstanding ROI through enhancing visibility and availability.

In tactical work the agency showed that

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We look forward to seeing you.

The leading agency will be decided in favour of the agency that has received commendation from the judges in more than one relevant category and for more than one brand. Contender agencies will also be asked to provide confidential evidence of

sound financial management and sustained or improved billing levels through the relevant period. Contenders will be contacted in July following the announcement of the short listed finalists for categories A-W. If you wish to be considered for agency of the year you must tick the relevant box on the entry form.

**Commended Finalists**  
Infinite Group  
REL

**Previous Winners**  
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