



Local Media Works Awards
Stewart Easterbrook, chairman of the judges

Welcome to the Local Media Works Awards – the local media industry’s celebration of the fantastic work carried out by you in media agencies across the UK.

The awards challenged media planners to come up with a campaign for Virgin Atlantic with local and regional media at its heart that sensitively encourages local communities to appreciate the unique brand values of Virgin Atlantic.

And tonight, we will be finding out who has won in each of the awards categories, including the coveted best of the best award for the overall winner.

Judging the entries was no easy task. We were looking for work that displayed creativity, innovation, and first-rate strategic thinking.

But, above all, we were looking for work which showed a real grasp of what the local media represents today.

Engagement. According to Ofcom, people spent an average of 31 minutes per day reading newspapers in print and digital in 2015 – and that represents an increase on the previous year.

And despite the meteoric rise of social media, it still remains the case that more people read newspapers in print and digital each week than use social networks.

Scale. Local media has rapidly increased its overall audiences in recent years and now reaches 40 million people each week, with much of this audience coming from mobile.

This growth has led to opportunities in new areas such as data, which local media publishers are becoming increasingly adept at using.

Trust. Local papers remain highly trusted because of the unique and privileged position they occupy in local communities.

In today’s complex and fragmented media landscape, trust is more important for brands than ever before.

These awards are a celebration of these unique strengths and your knowledge and use of them in your work.

I’d like to thank all of you who took the time to put forward an entry. Without you, these awards would not be possible.

I’d also like to extend my thanks to the judges from top brands including BT, Specsavers and Virgin Atlantic who picked the winners for this evening.

Local Media Works, 292 Vauxhall Bridge Road, London, SW1V 1AE

Tel: + 44 (0)20 7963 7200 E-mail: lmw@localmediauk.org www.localmediauk.org Twitter: @localmediauk

The Newspaper Organisation Limited, trading as News Media Association, is a private company limited by guarantee registered in England and Wales.
Registered office: 2nd Floor, 292 Vauxhall Bridge Road, London, SW1V 1AE. Registered number: 08963259

Before we find out who has won this evening, I would like to hand you back to Rich to introduce our next speaker.