



**LOCAL
MEDIA
WORKS
AWARDS**

**THE WINNERS
2015**

A Message

The new Local Media Works Awards are designed to be a showcase for the excellent work by media agencies across the UK creating compelling solutions for advertisers using trusted and effective local media in print and online.

Today, local media is so much more than traditional ways of delivering news and advertising through print. As an industry, we have 1,700 websites as well as 1,100 print titles, and we now reach 40 million people each week.

That's a staggering figure and it's growing rapidly. People trust what they read in our printed products and on our websites and, crucially, the advertising in local media is a powerful catalyst for consumer action.

WPP chief executive Sir Martin Sorrell believes that we do not currently place enough value upon the extremely high levels of engagement people have with printed newspapers. He said: "There is an argument at the moment going on about the effectiveness of newspapers and magazines, even in their traditional form, and maybe they are more effective than people give them credit [for]."

That's a hugely telling insight from one of the leading figures in global media, and it should be a wake up call to all of us who work in this wonderful industry.

Local media remains a powerful and effective medium for national and local advertisers alike and our audiences are growing and becoming more engaged.

Publishers are increasingly collaborating to help advertisers get the most out of our increasing reach, and technology has enabled us to target audiences more precisely than ever before. This adds even greater

impact to the local media proposition.

For the inaugural Local Media Works Awards, the judges were looking for creativity, innovative thinking, and a real grasp of how local media works on print and digital platforms.

I'm very happy to say we were not disappointed. The entries were of a consistently high standard, demonstrating that media planners are engaged with our medium and understand its strengths. This booklet contains details of all the shortlisted entries for the awards. It is designed to showcase the brilliant work the entrants put into their submissions and also to clearly demonstrate the variety of ways in which local media, in print and online, can be used in national campaigns.

I am delighted to have been involved in the inaugural Local Media Works Awards. The initiative has clearly shown that local media remains highly relevant, is a powerful driver of consumer action and, crucially, delivers real results for advertisers.



Blanche Sainsbury

Chair, Local Media Works
Commercial Director,
Local World

What are the #LMWAs?

Tonight the inaugural 2015 Local Media Works Awards celebrated the UK's outstanding agency minds and showcased the brightest talent in media. Thank you for being part of it.

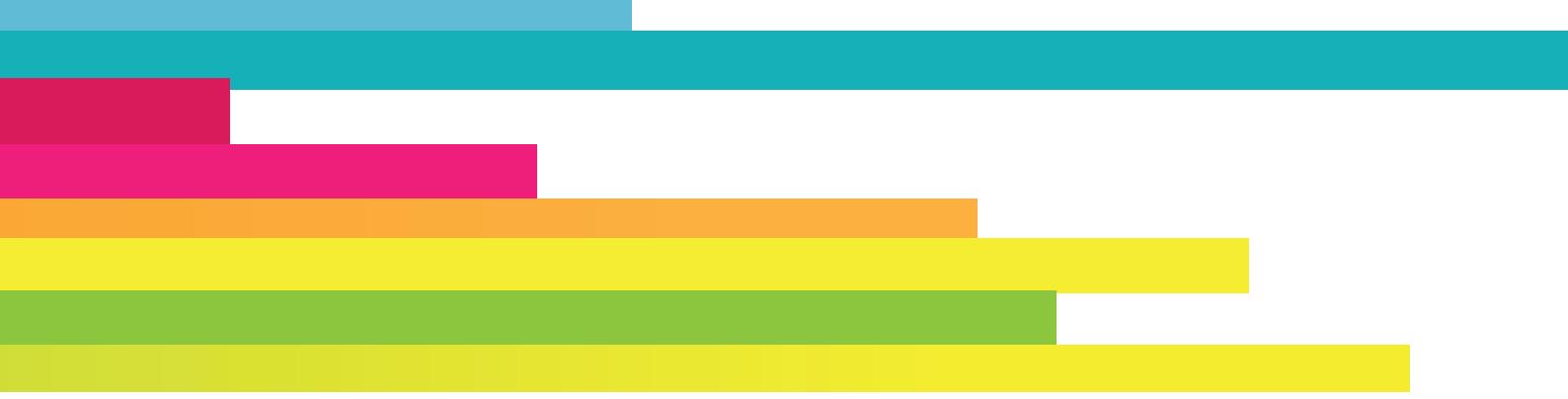
The winners encapsulate the creative thinking that media agencies apply on a daily basis, delivering original and outstanding campaigns for world leading clients.

The awards aim to showcase the context, relevance and power of local media, and the teams and individuals who took part have provided inspiring campaigns that capture the essence of local media.

The awards offer a unique way of showcasing talent through application; agencies answered a fictional brief set by the Department for Communities & Local Government (DCLG) on a 'Community Clean Up' initiative. The winners had the best answer across the following categories:

- Best Use of Multi-platform
- Best Strategy
- Best Original Thinking
- Best Use of Content
- Best Use of Local Targeting
- Best of the Best

The incredible effort by those who entered is a testament to their work, and those who have gone above and beyond have been rewarded for their efforts.



Media agencies have shown how they can get to the heart of the audience by thinking about how they approach proposal writing through creative local initiatives.

We are delighted with the creative answers the brightest media talents have produced.



“The fact that local newspapers remain at the heart of communities is testimony to the energy and enthusiasm their journalists bring to the stories they tell - shining a light on what really matters to people.”

Boris Johnson, Mayor of London

The Judging panel

The judging panel consisted of media experts from a broad range of fields. They gave their expert opinion to pick the winners who best answered the brief in the respective categories. A big thank you to the judges who took the time to pick the best of the work presented to them.

Blanche Sainsbury

Commercial Director,
Local World



Blanche Sainsbury was appointed commercial director of Local World in January 2014. She has worked in publishing for more than 25 years, beginning at the Western Morning News in Plymouth where she progressed through the ranks to the position of commercial director of Westcountry Publications.

In 2000 Blanche joined Northcliffe Media as deputy commercial director. She then went to be named deputy managing director of Bristol News and Media before returning to Devon in September 2012 as managing director of South West Media Group. Prior to this she held the position of managing director of South West Wales Media for four years.

Blanche also chairs the Commercial Board for LMW and is the Chair of 1Local.

Keith Gulliver

Head of Brand Marketing,
The Post Office



In January 2015, Keith Gulliver was appointed Head of Marketing Communications for the Post Office. Prior to this (2012-2015) Keith was Global Head of Brand for RSA Group, where he had previously consulted in 2009, managing the delivery of their newly refreshed brand identity.

Keith has previously worked within marketing in the energy, telecoms, I.T and retail sectors. He began his career working for various advertising agencies including EHSBrann, working on various Centrica owned businesses, including The AA, Goldfish, British Gas and Onetel. He then moved client side as Head of Marketing and Brand for Onetel.

A business and marketing graduate, Keith holds a post graduate IDM diploma from Kings College London and an EMBA from Ashridge Business School.

Brandon Bell

Head of Local Planning,
Specsavers



In line with Specsavers strategy to support and grow business performance and in pursuit of visions and values, Brandon leads a team of 19 marketing planners who are responsible for the creation, implementation and management of local, cluster and regional marketing plans for 747 stores across the UK and Republic of Ireland.

In addition to national media activity, Brandon's team are responsible for driving consumer engagement and customer visits using relevant and impactful media activity including national and local press, direct marketing, digital and social media, doordrops, outdoor, ambient and other tactical activity.

Joining Specsavers in 2007 and moving to Guernsey, Brandon has worked in a number of sales and marketing roles including Coca-Cola Enterprises, Texaco and Southern Electricity.

Graeme joined BT in 2011 and is responsible for managing the £100m media budget across BT Broadband, BTTV, BT Sport and Plusnet in partnership with Maxus and Posterscope.

In 1999 Graham moved to MediaVest to work on Scottish Courage planning on a range of beer brands such as Kronenbourg, John Smiths and Miller. In 2003 he joined OMD UK to work on Nestlé Purina and AXA insurance and was promoted to Business Director leading relationships on Carlsberg, HMV, Citroen and easyjet.

A common theme across Graeme's career is working with major Sports Sponsorships from Tennent's Lager/SPL, AXA/FA Cup, Carlsberg/UEFA through to current campaigns for BT Sport. He has won a MediaWeek award for work on Nestlé, Campaign Media award for Carlsberg-Tetley's and a Thinkbox TV Planning award for Carlsberg. Graeme is actively involved in ISBA and is Vice Chair of ISBA's TV/AV action group.

Graeme Adams

Head of Media, BT



Sue drives strategy for MediaCom in the UK to ensure accountability, cut through and innovation in all work.

Campaign magazine says: "To help propel an agency to the top through its strategic work takes some doing, but to keep it there for ten years demonstrates a scary strength of will." Naming her as top media planner for the second year they wrote: "the brains behind the brawn of MediaCom, her impact and influence on the business remain second to none."

Her first book on marketing is 'Tell the Truth, Honesty is your most powerful marketing tool' and she blogs at www.sueunerman.com. She was a member of the Government Digital Advisory Board and Internationalist Magazine Agency Innovator 2012. A contributing media editor to Brand Republic, she sits on the University of Oxford Public Affairs Advisory Group, is a member of the Open University Council and Women's Aid's Key Supporters Group.

Sue Unerman

Chief Strategy Officer, MediaCom



Mary-Ann is the Head of Campaigns and Marketing at the Department for Communities and Local Government (DCLG). She is responsible for the delivery of all DCLG's paid-for campaigns, ranging from low-cost digital projects to longer-running multi-million pound budget campaigns such as Fire Kills and Right to Buy.

Over the last few years DCLG campaigns have won several awards, including an IPA Effectiveness Award in 2014. Her team's priorities are value for money, innovation and a high standard of audience insight and evaluation. Mary-Ann has worked in Government communications for many years, in areas as diverse as exports, telecommunications and the advisory and conciliation service.

She ran the communications team for the setting up of the Greater London Authority through to the election of the first London Mayor.

Mary-Ann Auckland (OBE)

Head of Campaigns and Marketing, DCLG



**Patrick
Milne**
Campaign
Marketing
Manager,
DFS



Patrick began his career at Yorkshire Post Newspapers in 1984 and has worked in advertising, marketing and DM both agency and client side across a range of industries including FMCG, mail order, financial, construction and house building.

Most recently Patrick worked for three years as Account Director at Public, lead advertising agency for DFS until 2011, when he was asked to join the DFS marketing team.

His current responsibilities include all creative and production for local and national press advertising, new store marketing and running commercial print for a large volume insert and doordrop program.

**Hamish
Rickman**
Head of Brand
Engagement,
Virgin Atlantic



Hamish heads up the global marketing team at Virgin Atlantic which he joined back in 2006 after managing the media account for the airline at MGOMD. Through his time with Virgin Atlantic, he has helped it continually evolve and adapt its marketing to help it punch above its weight while protecting the essence of the brand.

Putting Virgin Atlantic's distinctive crew and service at the forefront of all of communications with the iconic 'Still Red Hot' and 'Flying in the Face of Ordinary' campaigns have continued to fuel the brand's status.

Most recently with the 'Let it Fly' platform, Hamish has led another strategic shift in global communications approach, capitalising on the innate appeal of the airline to the growing audience of experience-hungry travellers keen to see where their passions might take them.

**Justin
Fenton**
Head of
Marketing,
Local Media
Works



Justin joined Local Media Works (formally The Newspaper Society) in 2008 and is responsible for promoting the local news media landscape by demonstrating its relevance and effectiveness to media agencies, government and national advertisers. Justin began his career in 2002 as a media planner at Starcom Motive (now Starcom MediaVest) working with Heinz, WhSmith and Kia Motors.

Over a period of six-and-a-half years he worked across a number of clients in planning and buying including Twentieth Century Fox, Tetley, BT, Flybe, Harvey's furnishing and national campaigns for Barratt Homes.

Justin is actively involved in many working committees in the local media industry.

“

Regional media is often quoted as the most trusted form of media, and I can see why. In an ever cluttered world, where do we turn when we need reliable sources of news and information? As an advertiser you don't need to see the stats to understand the true value of this kind of audience engagement.”

Iain Jacob, President EMEA,
Starcom MediaVest Group

The Shortlist

Congratulations to those shortlisted for the Local Media Works Awards. The work contributed shows the variety and creativity that each agency applied to the brief.



Universal McCann (Birmingham)
'Local Litter Leaders'
Claire Allwood, Lisa Doherty

Creating an appetite for community contribution, this entry used local media to energise and activate people with social conscience with the aim of engaging and rewarding. The proposal incorporated partnerships across national brands to target families, millennials and local businesses.



Through a competition mechanic, communities would compete for cash to help regenerate the area. An engaging cross-platform approach through local media channels in print, social and online targeted the core audience and a collaboration across other media enhanced the community led message.

"Our campaign utilises local media to activate and energise communities with a social conscience, driving local participation on a national scale for this project to clear up Britain."



Mediacom
'Community Clean Up'

Nick Langworthy

Through clear insight into community behaviour, this entry used local newsbrands as a partner with Procter & Gamble to give back to community.



"A challenging brief to which local media provides many excellent opportunities to be creative and deliver participation from the public."



Carat (Leeds) 'Clean-up in the Community' Suzi Kilka

The future is key - this entry tackled environmental issues through a child's eye; engaging with families through activities that appealed to children. A cross-platform content approach tackled the key issues raised with environment in the community.

Participation was identified as vital to the proposal; educating children at a young age and they will truly value caring for the environment. This was driven through local media and social channels to heighten engagement within communities.



"Our campaign aims to work closely with local publishers and councils, and appeal to the local community's social conscience; encouraging participation in a fun way whilst engaging the community on a long term basis."



MGOMD '#TheBIGSpringClean'

Cameron Taylor, Danielle Ticknell-Smith, David Robins, Emma Bird, James Paige & Michael Harper

MGOMD's proposal, '#TheBIGSpringClean' movement, plans to deliver a significant rise in the awareness and participation in a series of local community based 'Clear Up' events. Local media creates the difference in helping to recruit initiators and drive participants – the wider public who will get involved in their community and create this nationwide movement.

By using local media to celebrate this community involvement, MGOMD proposed to make a real difference to lives up and down the length and breadth of the United Kingdom – creating stand out installations to deliver a wow factor, championing the role of community and generating the buzz and excitement of a major national movement to create feel good change.



"Our campaign taps into the hearts and minds of local communities across the UK, getting people engaged and motivated to get involved in the Community Clean Up."



Starcom MediaVest 'We're in it Together'

Daniel Gillan

Strategy is at the heart of this entry with a clear initiative that builds momentum and community involvement as it progresses. The initiative starts in the pub recruiting a team to drive team participation and then evolves organically to restore a sense of pride in the local community.

Local newsbrands play a fundamental role in recruitment of teams with a microsite showcasing the 'ultimate local champions' cleaning up their town and being ambassadors of their community.



"Our aim was to create a campaign that builds momentum and community involvement as it progresses, with local media and local communities at the heart. Light the flame and watch it grow!"



PHD Media

'Make a Difference'

John Prentice, Will Mcavoy, Liam Doyle & Catherine Aylward

By making parents and community advocates priority, PHD proposed immersive partnerships with leading local newbrands across the UK.

Noticing the key strengths of local media including local community links, trust and engagement, local knowledge and delivery, the cross-platform approach galvanised local community activists and grass roots support by leveraging local pride and applying a variety of established marketing theories. A number of smaller tactical initiatives helped broaden the reach of the activity and gave locals the extra nudge to get involved.



"PHD took a partnership approach to deliver the clients objectives; taking maximum advantage of local newsbrand publishers trusted role in the community, their editorial teams and photographers, and their ability to create local community website hubs, to engage and galvanise local communities."



MediaCom

'There is an 'i' in Community'

Rachel McGrath, Jamie Higginson, Simon Lindsell, Kirsty Poole, Catherine Pronzato, Ed Trotter, Stacey Pratt, Ben Dobbyn & Simonne Mason

'There is no 'i' in team, there is one in community' - the proposal centred around a ground-breaking nationwide partnership involving 5,200 partners at its heart. The proposal was to deliver emotional and rational messaging to increase participation in the initiative for 2016.

Local media was the core message medium, a multi-channel campaign consisting of local press and digital display, social, search and retargeting generates rich content fueling message investment into other media channels.



"There is an 'I' in Community" will motivate our audience through local media by 're-framing' littering from bad behaviour/local nuisances by demonstrating reducing litter can increase local house prices by 12% (which in some areas is as much as £24,000), or by bringing to life the proven link between litter and local crime rates."



Initiative 'Local Matters'

Vannessa Doyle

A partnership with a national grocer was at the forefront of this proposal, enabling message delivery on the high street through an ad funded sponsorship approach. This partnership would work on two levels, the retailer would benefit from the association with the campaign and the campaign would leverage the scope of the retailer's customer base.

The litter collection message is relayed through online delivery points and local media, with a cross-platform partnership takeover in targeted areas where littering was a highlighted issue. A donation drive at checkouts not only raised the awareness of the campaign, and enabled data capture, but futureproofed for further investment into local media delivery.



"The proposal allowed us to showcase local newsbrands as the first port of call when advertisers want to build local relationships in a trusted and proven environment."



Mindshare



'How Would You Spend £1bn?'

Natalie Taylor, Pia Kjellevold, Charlie Sivell, Emma Prior & Rebecca Power



This entry positioned itself in educating the community that the £1bn currently spent on street cleaning could be better spent and utilised differently. The multi platform media plan incorporated a number of events, pop up visitor centres and hard hitting content that would change perception and drive action.

Local newsbrands would be at the heart of the media plan with an ad funded campaign consisting of news stories of 'local heroes' and a competition mechanic online where readers could pitch their ideas in how it could benefit their local communities.

"The cost of litter to Britain is not just about money (£1bn), it is about the rapid decay of our communities as safe and enjoyable places, for both us and our families to live and work."



Rocket Network

'Make Binning Fun'

Vanessa Lenton, Thomas Bradwell, Rebecca Phinbow, Holly Ridding, Molly Sharp & Gemma Waters



Pride was a key influencer in this proposal, stimulating the target audience to keep their local area tidy so all can benefit from cleaner living communities. The aim - to make binning fun. Influencing, inspiring and rewarding participants in a light, entertaining way with local media being the catalyst to conversation.

Targeting the ethically aware and reconnecting with 'litter louts', vloggers and influential spokespeople would create an enriched message encouraging young people to share their own created content on the theme of 'make binning fun'. The display and editorial content campaign through local media channels is galvanised through social media channels, and a New Year launch date was encouraged for the positive mindset.

"The Rocket team relished the interesting challenge of the award brief and enjoyed creating our 'Make Binning Fun' media strategy which focuses on conveying the message to different audiences in an impactful yet persuasive way."

“

Local and national newspaper content is highly trusted and, by association, that trust is imparted upon the advertisers who use the medium. Trusted journalism provides a highly engaged environment that will always be desirable for advertisers.”

Stephen Allan,
Worldwide Chairman and CEO, MediaCom

Best Use of Multi-platform

This award celebrates a compelling campaign idea that utilises a variety of local media marketing disciplines in fresh and exciting ways. Judges were looking for evidence of innovative local media strategy with relevant insights which demonstrates outstanding creativity, consistency of brand message and the achievement of key objectives.



JOINT WINNERS

Rocket Network
'Make Binning Fun'



Vanessa Lenton, Thomas Bradwell,
Rebecca Phinbow, Holly Ridding,
Molly Sharp & Gemma Waters



Rocket Network devised an interesting multi-platform approach to the brief and “had a quality platform mix across print, content and online. It worked.” The delivery of the immersive partnership proposed delivered “an interesting take on a normally traditional campaign, utilising local platforms in an engaging approach which empowered locals and created real, self-maintained, online communities.”

MediaCom

'There is an 'i' in Community'

MEDIACOM

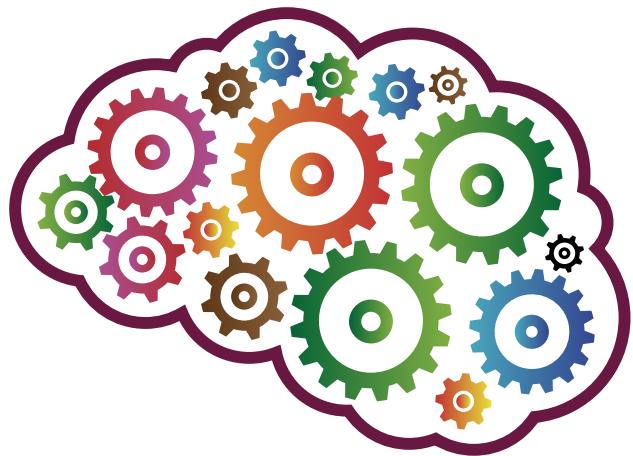
Rachel McGrath, Jamie Higginson,
Simon Lindsell, Kirsty
Poole, Catherine
Pronzato, Ed Trotter,
Stacey Pratt, Ben Dobbyn
& Simonne Mason



MediaCom's contribution, 'There is an 'i' in community' was a clever proposal that "impressively executed a media plan which incorporated a combination of local newsbrands and its various channels including display advertising, native, local websites and social media."

Best Strategy

Behind every great, ground-breaking idea is some brilliant thinking. This award reflects where key insights for the campaign activity have been highlighted through excellence in planning. Judges were looking for the story of how relevant insights were discovered, how they unlocked the brief and inspired the creative work. The judges were looking for a clearly developed plan will demonstrate how this thinking best meets client objectives.



WINNER

MGOMD
'#TheBIGSpringClean'



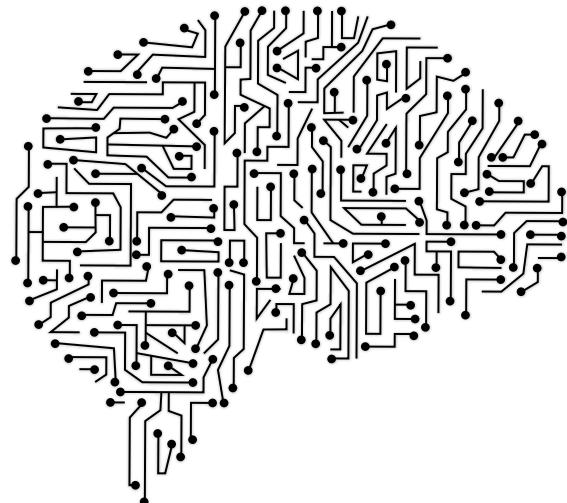
Cameron Taylor, Danielle Ticknell-Smith,
David Robins, Emma Bird, James Paige
& Michael Harper



The '#TheBIGSpringClean' entry by MGOMD "really considered the brief" and developed a "truly original piece of thinking". By creating a volunteering movement the strategy was the most effective in driving interest in this initiative.

Best Original Thinking

A thinking outside the box approach, this award celebrates those who have searched for and discovered new insights, explored new ways to create behavioural change and created a potent strategic springboard from which the creative ideas can fly. Delivering a thought leading and ground-breaking approach that is unique and sometimes unexpected.



WINNER

MediaCom
'There is an 'i' in Community'

MEDIACOM

Rachel McGrath, Jamie Higginson,
Simon Lindsell, Kirsty
Poole, Catherine
Pronzato, Ed Trotter,
Stacey Pratt, Ben Dobbyn
& Simonne Mason



By serving rational and motivational messages, 'There is an 'i' in Community' took a completely different approach to the brief. "This entry had a clear understanding of how people choose the area they live in and what ties them to their community." MediaCom invested in recognising how the message should be framed, an "excellent method of original thinking" that "clearly thought about psychological factors that motivate an audience. A unique approach."

Best Use of Content

This award is given to the most innovative and creative content marketing approach with a local twist. Judges will be looking for a clever and engaging content approach with a well thought out strategy using innovative local media content platforms.



WINNER

MediaCom
'Community Clean Up'

Nick Langworthy



MEDIACOM

MediaCom's Nick Langworthy delivered an "interesting content focussed approach" alongside a community partnership. The content and competition mechanic delivered "a clever engagement driver through sharable content utilising social media platforms." By incorporating native advertising, especially "clever placement of banners in print" made this a real winner in the judges' eyes.

Best Use of Local Targeting

This award category is given to the campaign with best local and hyperlocal targeting; finding the right customers by defining behaviour/interests/demographics and using this information to help increase return on investment (ROI) as a result.

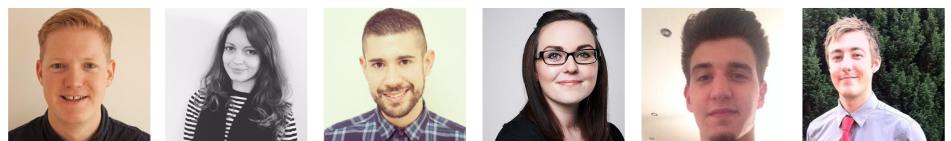


WINNER

MGOMD
'#TheBIGSpringClean'

Cameron Taylor, Danielle Ticknell-Smith,
David Robins, Emma Bird, James Paige
& Michael Harper

Manning
Gottlieb | 



Approaching the brief with the audience at the front of mind, MGOMD '#TheBIGSpringClean' showed a "clear identification of key individuals and groups" and the ability to "utilise these groups to generate something bigger across the UK." The approach of recruiting initiators through local media was "an inspired approach" to create the nationwide initiative. The thinking behind keeping the participants engaged through social media developed "an excellent emotional engagement" and feel good factor.

BEST OF THE BEST

The 'Best of the Best' award celebrates the best proposal submitted across all categories. It is the entry that stands out to the judges above all other entries, delivers a brief that answers all challenges set.



WINNER

MGOMD
'#TheBIGSpringClean'

Cameron Taylor, Danielle Ticknell-Smith,
David Robins, Emma Bird, James Paige
& Michael Harper

Manning
Gottlieb | 



The strategy of bringing communities together creating a movement of volunteers was a major factor in the success of this entry. "MGOMD had a clear understanding of the brief, created a profile of the target audiences and produced a thoroughly worked and achievable plan using local newsbrands assets."

“ MGOMD had a clear understanding of the brief, created a profile of the target audiences and produced a thoroughly worked and achievable plan using local newsbrands assets.”

MGOMD defined their own audience types which developed a “well-thought, simplified targeting strategy, demonstrating community activity through local media initiatives.” The strategy of leveraging the work of volunteers as a promotional tool to reinforce the recruitment drive was “exceptional.”

Facebook



Geotargeting down to 1 mile radius



Community Clean Up 2016

Register to be part of the Community Clean Up Project! Make a difference to your community.

Community Clean Up Day

www.communitycleanup2016.co.uk



35 Million potential reach across the UK



Newsfeed ads across desktop & mobile

Manning Gottlieb | 



1Local Package



Circulation of over 2 million

Title List		
Birmingham Mail	Blode The Star	Press & Journal - Aberdeen
Bristol Evening Post	Fairfax - Evening Gazette	Shetland Times
Burnley Mail	The Citizen Chichester	Sheffield Gazette
Cambridge Evening News	The Herald (Plymouth)	Sunderland Echo
Coventry Telegraph	Wales - Western Mail	The Gazette - Blackpool
Daily Post - Wales	West Midlands Express & Star	The Leader - Wrexham & Chester
Derby Evening Telegraph	Western Daily Press	The Scotsman
Gloucester Citizen	Western Mail	Ulster Gleaner
Gwynedd Telegraph	Aberdeen Evening Express	Yorkshire Post
Huddersfield Daily Examiner	Barnsley - South West Evening Mail	Beds & Southend Echo
Hull Daily Mail	Belfast Telegraph	Bolton News
Irish News	Courier & Advertiser - Dundee	Bournemouth - The Daily Echo
Leicester Mercury	Dundee Evening Telegraph	Brighton - Telegraph & Argus
Liverpool Echo	East Anglian Daily Times	Colchester Gazette
Manchester Evening News (Plus) - M.E.N. Evening News	Dorset Echo	Gloucester - Evening Times
Nottingham Evening Chronicle	Greenock Telegraph	Harrow - Evening Standard
Newcastle Evening Chronicle	Hertfordshire Mail	Lancashire & Cumbrian Evening Post
Newcastle Journal	ipswich - Evening Star	Oxford Mail
Nottingham Evening Post	Lancashire & Cumbrian Evening Post	South Wales Argus - Newport
Nottonian News - Paid	Leeds - Yorkshire Evening Post	Southampton - Southern Daily Echo
Pawsey Daily Express	News & Star - Carlisle	Sunderland Advertiser
Sheffield Star	Norfolk Eastern Daily Press	The Argus Brighton
Yate Echo	North Wales Evening Post	Norwich Evening News
	South Wales Evening Post	The Herald - Scotland
	Swindon Advertiser	Worcester News
		The Northern Echo

74 local press titles

Full Page Ads & Featurelinks

Manning Gottlieb | 

An approach that “could run for many years and be quite contagious across social media.” The judges commended the work with the highest honour of best in class.

“

However huge or global an idea might be, it is literally experienced locally. Our senses are local. Recognising this and leveraging it can deliver much-needed competitive advantage that local media can provide.”

Sue Unerman,
Chief Strategy Officer, MediaCom

“

Newspaper advertising continues to play a key role in our comms strategy. On a local level, econometrics has shown it delivers a stronger ROI than many of our online channels.”

Peter Emmerson,
Senior Marketing Manager, TUI

Thank You

Thank you for attending the inaugural 2015 Local Media Works Awards and for celebrating the UK's most outstanding planning talent across UK media agencies.

As organisers of the awards, Local Media Works aimed to showcase the best talent the industry has to offer, and inspire media agency planners when considering the best method to get to the heart of the audience.

We hope the context, relevance and power of local media has been highlighted through the excellent work that was on show tonight.

A special thank you to the winners, the entrants and the judging panel - Sue Unerman, MediaCom, Chief Strategy Officer; Brandon Bell, Specsavers, Head of Regional and Local Marketing; Mary-Ann Auckland, DCLG, Head of Campaigns; Graeme Adams, BT, Head of Media; Patrick Milne, DFS, Campaign Marketing Manager; Keith Gulliver, The Post Office, Head of Marketing; Hamish Rickman, Virgin Atlantic, Head of Brand Engagement; and Blanche Sainsbury, LMW Chair and Local World, Commercial Director.

We hope you have had a wonderful evening and we look forward to what next year's brightest media talents can produce.

Justin Fenton

Head of Marketing,
Local Media Works



“

Local and regional newspapers are a fundamental part of the fabric of our communities and we should celebrate the important contribution they make to highlighting the issues and achievements of their particular area. Through their reporting, local newspapers act as a voice for their readers and a focus for all.”

Queen Elizabeth II

Local Media Works
2nd Floor, 292 Vauxhall Bridge Road,
London
SW1V 1AE
+44 (0)20 7963 7200
www.localmediauk.org

