Category: **12**

Category name: **Most commercially successful campaign**

Name of campaign: **Cemergi FACT**

Name of agency: **McCann Manchester**

Name of company entering: **Lafarge Cement UK**

Summary word count: **194 words (including headline)**

Main body word count: **998 words (including captions and headlines)**

Total word count: **1,192 words (including captions and headlines)**

Executive Summary

Lafarge is the sole supplier of a unique environmental cement now known as **Cemergi®**. It's the lowest CO_2 embodied cement manufactured in Great Britain.

Lafarge recognised these ever growing sustainability pressures on the construction industry and decided to launch a marketing campaign to promote the new product to key target audiences and influencers in 2011, aiming to achieve higher sales and market share.

Lafarge worked with creative and planning teams to develop different product names and campaign concepts. Qualitative research with potential customers and key influencers provided a clear product name choice, **Cemergi®**.

The 'FACT' concept was approved and rolled out. DM, email, online display, exhibitions, PR and trade press advertising were selected as the campaign components.

COMPANY AND PRODUCT BACKGROUND

Company Information

Lafarge Cement is the UK market leader in cement products. Lafarge Cement is looking to position itself at the forefront of sustainable construction.

Product

Lafarge is the sole supplier of a unique environmentally friendly cement. It is the lowest CO_2 embodied cement manufactured in Great Britain, making it the most sustainable cement available for construction.

CHALLENGES AND OBJECTIVES

Opportunity

Lafarge recognised the ever growing sustainability pressures on the construction industry and decided to develop and launch a product positioned to satisfy this need.

Lafarge needed to develop a compelling and engaging product name for product ***x*** (eventually called **Cemergi®**) which captured the characteristics, attributes and benefits of the product. Then consequently develop a marketing campaign to launch the new product in 2011.

Objectives

- Increase penetration, sales and market share of **Cemergi®** from pre-launch to launch
- Increase awareness of **Cemergi®** and its attributes and benefits.

Measurement criteria

- Traffic to **Cemergi®** page
    - Minimal before December 2010
- Penetration of **Cemergi®**
    - These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.
- Market share of **Cemergi®**
    - These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.
- Sales volume of **Cemergi®**
    - These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Challenges

End-users aren't aware of all the benefits this cement has over less sustainable types of cement.

End-users that are aware of the benefits this type of sustainable cement has over other cements, currently perceive that creating this blend of cement on site themselves offers greater benefits compared to purchasing the pre-mixed, factory produced Lafarge ggbs cement.

STRATEGIC APPROACH AND AUDIENCE

Audience

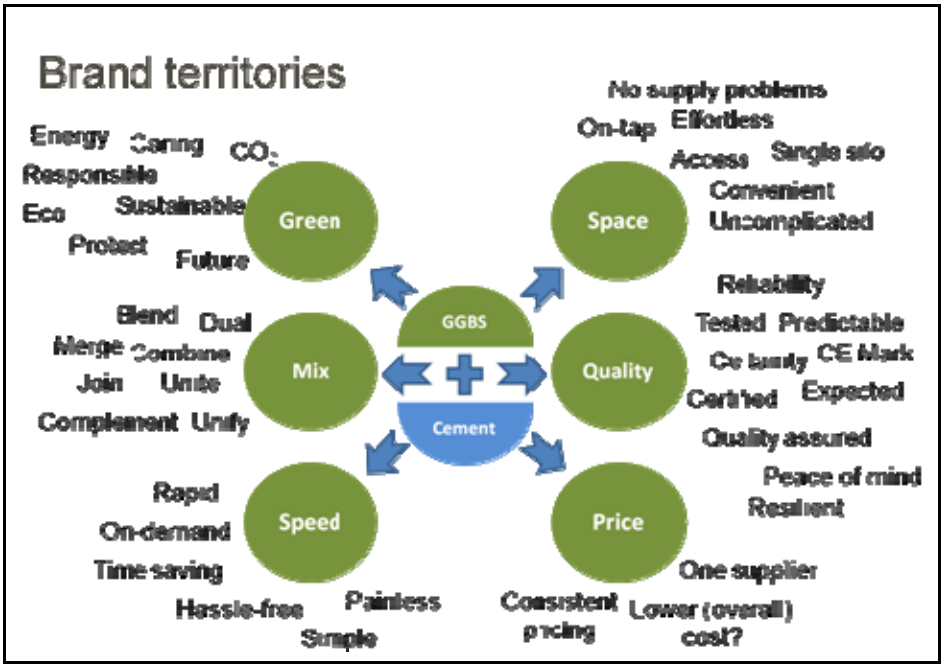
The product is aimed at the BULK side of the business. This product would be used in large quantities for larger construction projects, whose stakeholders now have increased external pressures to reduce the carbon footprint created by their builds.

We are more likely to be talking to people within construction companies whose main or significant responsibility is to select and source materials. These people are industry experienced and technical experts such as:

- National Technical Directors
- Procurement Managers
- Technical Managers

Approach

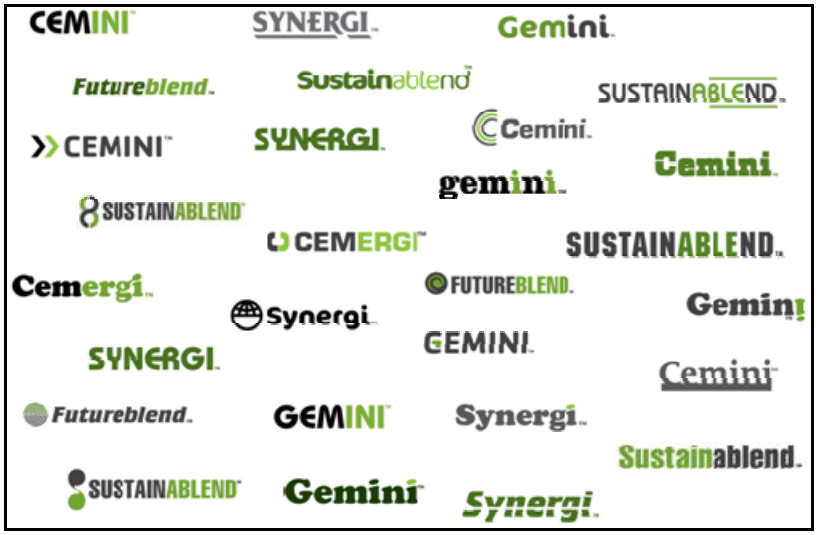
1. Lafarge worked with a planning team to map several territories that the creative team could explore.



2. The creative team then presented a long list (30+) of names (and rationale) internally.

3. The available names were then presented to the client and the merits and territories of the names are discussed together. Some names were removed to produce a shorter list.

4. The shortlisted names were briefed into design teams who produced various logos for each of the selected names.



5. The logos were then displayed to the client during a workshop, which resulted in further short-listing to just 4 names/logos.

6. The Logos were sent to a sample of the target audience and telephone interviews were conducted by our research team to assess attitudes towards each of the names.

7. The qualitative research showed a clear winner...

   Cemergi®

BUDGET

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

COMMUNICATIONS AND MEDIA

Timescale

Production: May 2010 onwards

Research and naming: September 2010 – December 2010

Marketing communications: Q1 2011 onwards

Market Launch Strategy

Following the sign off of **Cemergi®**, the creative and planning teams were briefed to develop some campaign concepts to launch the new name.

The concept entitled 'FACT' was approved and rolled out to market. The thinking behind this was very simple and stemmed from the volume of truths Lafarge could talk about regarding **Cemergi®**. It was not an opinion or a market poll that made **Cemergi®** the number one sustainable cement in the UK; it was and is a scientific fact. The concept allowed the message of each communication to be absorbed quickly by utilising the visual representation of 'FACT' alongside a 'reason to believe' (e.g. No cement in the UK has lower embodied CO_2).

This was backed up by qualitative research project carried out with potential customers' decision makers and key influencers, which showed that majority viewed sustainability communications with a large degree of cynicism. For example; they did not want to see more of the stereotypical eco campaigns showing green fields with children playing in the foreground.



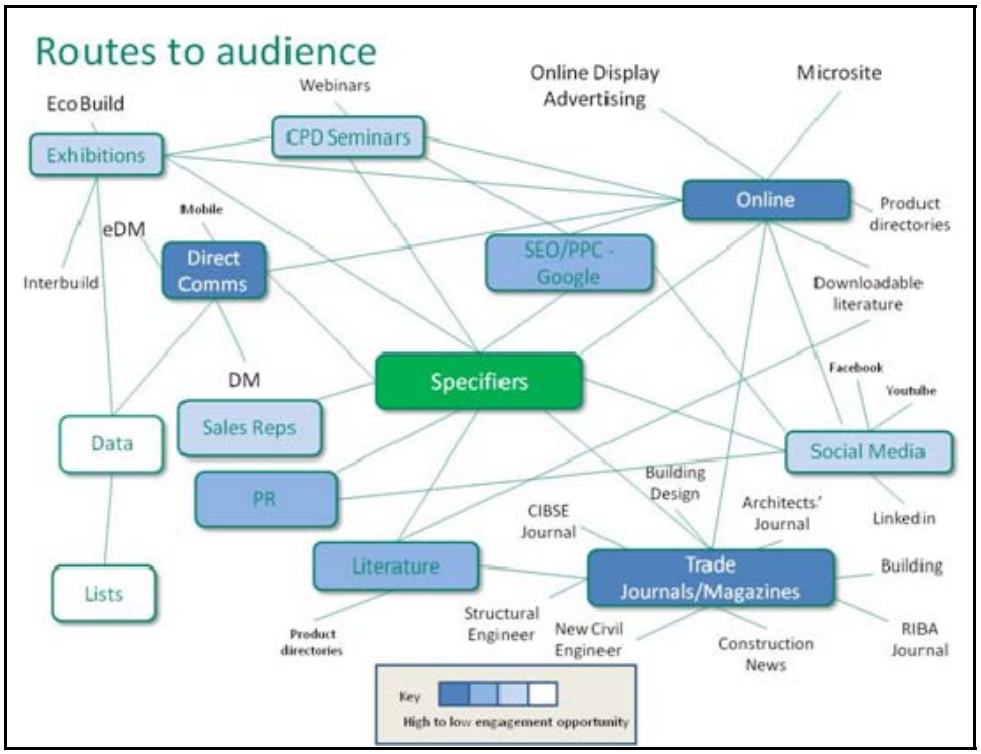
Approved 'FACT' concept

Execution 1



Execution 2

Engagement Plan Options

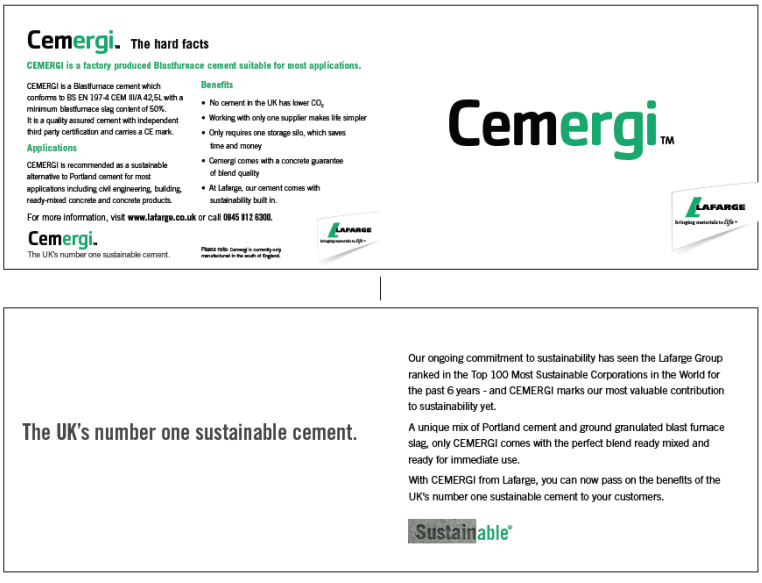

Routes to audience
Webinars
Online Display Advertising
Microsite
EcoBuild
Exhibitions
CPD Seminars
Online
Product directories
Mobile
eDM
Direct Comms
SEO/PPC - Google
Interbuild
Downloadable literature
Facebook
Youtube
DM
Specifiers
Sales Reps
Data
Social Media
Building Design
PR
CIBSE Journal
Architects' Journal
Linked in
Literature
Trade Journals/Magazines
Building
Lists
Structural Engineer
New Civil Engineer
Construction News
RIBA Journal
Product directories
Key
High to low engagement opportunity

Marketing Communication Elements

Launch Press Ad



DM



(DM opens up to reveal FACT image)



Cemergi® *email*



Cemergi® *online display advertising*



Cemergi® *Exhibition Advertising – Ecobuild*



RESULTS

Customer Feedback and Engagement

Companies buying bulk cement are very consolidated; hence the number of prospects and customers in the bulk-buying sector that Lafarge were able to target directly is comparatively small. For instance within the Readymix bulk buying sector, circa 75% market share is held by only 5 major players. Additionally, because **Cemergi®** is manufactured in the South East its geographic availability is limited reducing the number of potential customers further.

Therefore the following results are both a great indicator of campaign success in terms of sales and engagement.

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