



Category number: 25

Category name: Marketing team of the year

Company name: Brother UK

Names and job titles of individual team members (25):
James Lawton-Hill, Head of Marketing
Julia Harrison, Senior Communications Manager
Mike Anderson, Market Development Manager
Sam Bloor, Team Assistant
Diane Yates, Graphic Designer
Angela Hurst, Graphic Designer
Jamie Kelly, Studio Manager
Dan Hanks, Content Editor
Jo Swan, Communications Planning Manager
Lisa Watkinson, Digital Communications Manager
Will Dolby, Senior Digital Marketing Executive
Steph Whalley, Senior Marketing Executive
Laura Rowbottom, Senior Marketing Executive
Tracy Eastham, Marketing Systems Manager
Lisa Loughrey, CRM Manager
Cath Eddleston, Print and Fulfilment Executive
Sue Mattocks, Events Coordinator
Jo Eckett, Events Manager
Fay Shannon, Campaign Manager
Kelly Grundy, Channel Development Manager
Lesley Howe, Channel Development Manager
Rachael Henesy, Channel Development Manager
Andrew Reed, Category Development Manager
Stuart Dumbarton, Category Development Manager
Meryl Egan, Marketing Assistant

[Summary page]

Through the embodiment of the marketing team's vision of *Work Together* and business motto *at your side,* the 25 strong marketing collective continuously work to outperform both competitors and previous sales performance. Recent contributions to a record sales turnover for the UK, number one market share in several product categories and industry recognised advertising campaigns can all be attributed to the collective work from the marketing team alongside sales.

Regular feedback from within and outside the business attributes this success to the personalised, friendly and passionate approach of the marketing team. By working 'kinetically' with all departments the team are fully engrained into meeting all business objectives and are constantly striving to innovate and strive for new marketing techniques to help the company meet its strategic growth targets.

I have personally authored this submission rather than ask our PR agency to write on our behalf as I hoped to get across the personality, tenacity and commitment that the team bring to the business. Each person plays a significant role in contributing to both the team's and overall business success and it would be great to be recognised for this outside of the business. They are truly a team to be proud of.



James Lawton-Hill
Head of Marketing, Brother UK

[203 words]

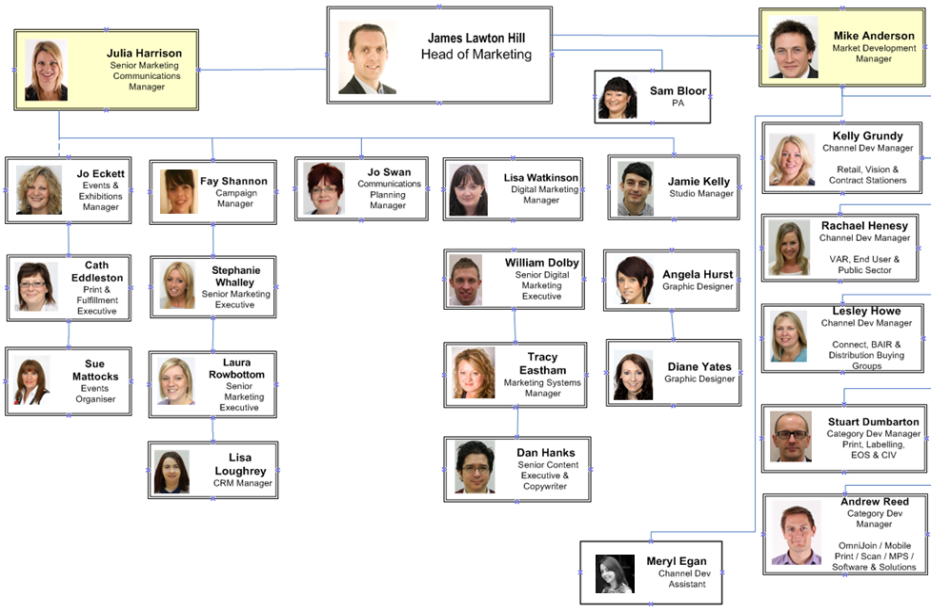
[Main submission]

About the marketing team

Brother UK is a Japanese technology manufacturer with the UK business ultimately responsible for sales and marketing of products and services such as printers, scanners, web conferencing, fax machines, labelling devices, managed print services and software. The brand is 98% channel orientated in its approach to market and is the number 1 brand* in categories such as A3 Inkjet Printing, A4 Mono Laser Print, Labelling and Fax. (*GfK and Context data from 2013/14)

The UK office has 168 full time employees and in recent years has been awarded accolades such as the Queens Award for Enterprise and the Times 100 Best Small Companies to work for (2014).

The marketing team sits within the sales and marketing function and is 25 people in size. The team is made up of two departments; Market Development (7 people) managed by Mike Anderson and Communications (16) managed by Julia Harrison and is led by the Head of Marketing and supported by the team assistant.



Brother UK marketing team, June 2014

The team lead on all aspects of marketing activity across ATL and BTL media, PR, lead generation, campaign creation and execution, digital and channel marketing. They have played a vital role in pulling out all the stops to make recent campaigns successful to help contribute to the number 1 market share stats.

Commercial Success (taken from sales KO meeting video) – See full stats in Appendix "These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

The brand they work for

Brother was formed in 1934 in Japan and has been in the UK for over 50 years with the brand historically known for its heritage in sewing machines, fax machines, typewriters and sponsoring Manchester City in the 90's….



However currently 95% of current revenue is derived from printing, mainly aimed at the SMB/Micro business market. With print volumes slowly declining the overall business strategy, although still very much focused on print, is moving more towards software, services and other cloud based offerings such as web conferencing.

From the marketing team's perspective this has meant restructuring over the last few years to move away from a fairly siloed organisation to a more kinetic way of working. This means each member of the team has their own responsibility and discipline to work on but at any time they may be asked to collaborate on mini sub projects requiring their skills and expertise.

Commercial challenges

On the volume side of the business i.e. retail and online, a strong emphasis has been placed on gaining as much stand out and exposure of the brand as possible whilst reducing cost to serve. This means a reliance on the team to create stand out bespoke pieces of activity for our Top 20 partners such as the below new product sell in presentation for Yesss Electrical. This resulted in the partner making a large order for the Brother's p-touch labelling category which goes a substantial way to hitting the sales number for this product. This personalised and bespoke approach is a huge advantage the team brings against other competitors in the market.

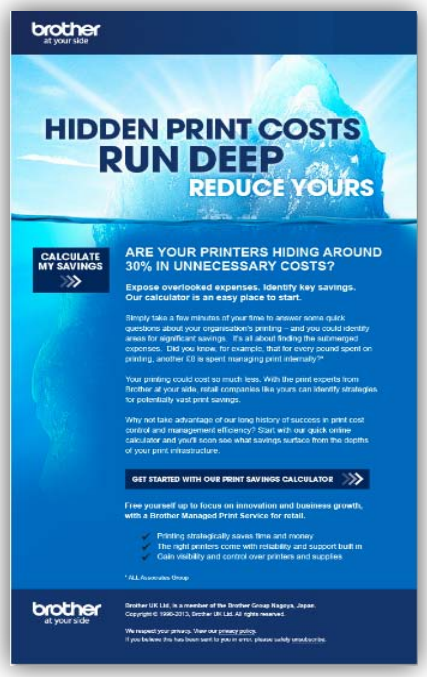




Personalised sales presenter for Yesss Electrical labelling category sell in

Surprisingly for a B2B brand until recently there was little in the way of lead generation in previous years. In line with the new business strategy towards the value side of the business (solutions, services & software) a more pro-active lead generation programme was set up including redevelopment of the CRM systems, agency selection and overall planning and integration with sales.

The results have been dramatic with one campaign alone delivering a 36% response rate and over £1m in leads generated with nearly 50% of that business closed to date.





MPS Calculator: http://campaigns.brother.co.uk/costcalculator





Bespoke video mailer sent to top retail prospects with personalised video message from sales prompting a meeting request

Individual contributions

Although certain individuals have been recognised more widely throughout the business for their contribution this has always been valued from a team effort.

Kelly Grundy and project team were recognised for their work on a new product launch campaign in her channels. What we call a 360" campaign involving media, creative assets and partner deployment led to a significant increase in sales of a new printer range that at first had struggled to meet its target. Pre-campaign results saw sales 72% against target, post campaign results were 150% against target.

Red Letter Day award for new product launch success to Kelly Grundy – Snowdonia Zip Wire



Several other members of the team also won recognition at the company sales and marketing awards in areas such as studio design, CRM and planning functions.

Work Together Award nominated by the team for outstanding contribution each month



Team working and collaboration

Ensuring that the team are all functioning as a collective unit is of paramount importance through all managers and especially the Head of Marketing and direct reports.

However doing this is a fun and engaging way is top priority in marketing to ensure the team enjoy facing the daily challenges thrown at them. Inspiration is gained from the Think Tank – an internal brainstorming room at the heart of the department and the team are regular contributors to the wider charity days put on by the business.



Brainstorming in the Think Tank

Wear it Pink, company charity day and marketing team input



Although the team have their set disciplines that they specialise in the role of ‘kinetic working’ rather than structured hierarchies allows for enhanced project focused activity. Project briefs for larger scale projects are done verbally including sub teams in the department as well as input from sales and product. This allows for a collaborative evolution of briefs and has led to success around recent jobs including those highlighted below.

Colour Laser Product Launch Creative



Marketing Communications Process framework





Sales Floor Incentive Campaign – ‘Access all Areas’

Commercial Success **(Confidential – please do not disclose)** - "These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

Strategic alignment

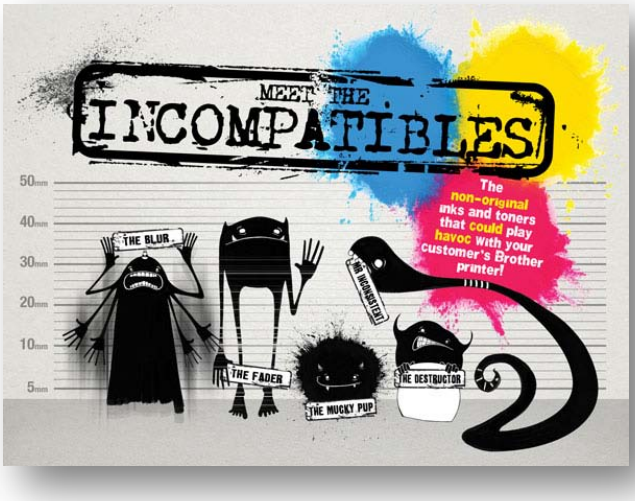
The structure of the department means the market development team mirror the sales and category teams with all individuals closely engrained in their sales counterparts worlds. This involves attending regular team meetings, partner & customer visits and joint planning around demand generation activities.

The communications team then works collaboratively with market development on the output of marketing plans, be it internally or through agency resource.

Additionally the team now has developed a separate programme around the company's Top 20 partner accounts which allows for more focus and hands on attention to those accounts.

Partner Quote:

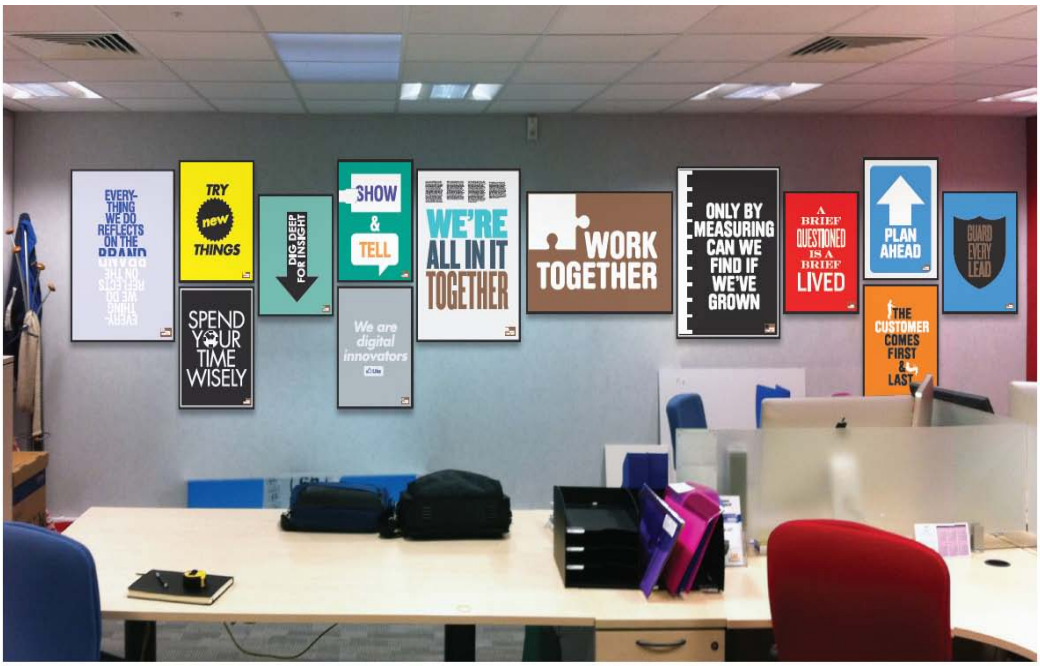
"I don't say this lightly, but if it wasn't for the work Brother has put into our account, I am not sure we would still be going now. I work closely with Kelly Grundy who has great ideas for moving forward and the service received is way and above better than anything I get from any other manufacturer. All in all, our relationship with Brother has really helped Printernet get a foot hold in a very tough market."
Paul Wilkinson, Sales Director, Printernet



"Meet the Incompatibles" – original supplies campaign

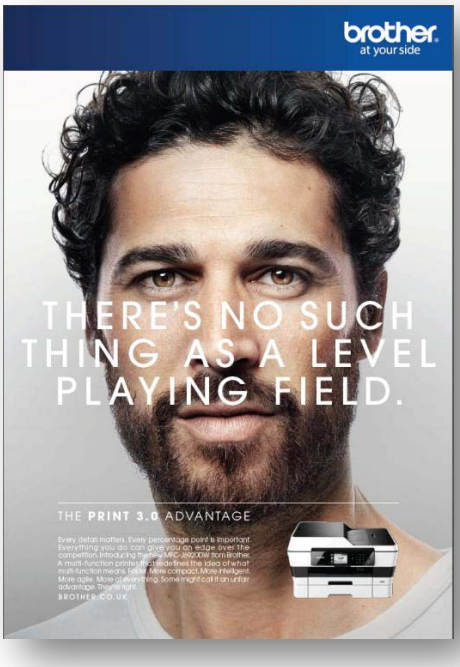
Team development and retention

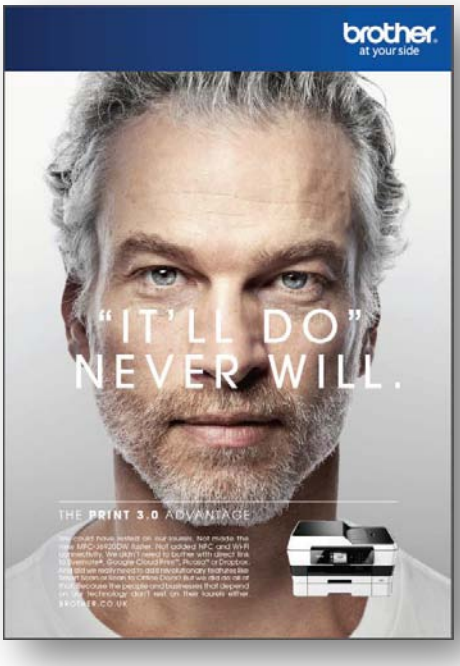
The team works towards the core business principles of *at your side* and this has been distilled into an internal marketing specific vision entitled Work Together. This principle is designed to provide a framework for the team around several core values they can follow to help with personal development and their daily approach to work. Such values include; 'Try new things', 'everything we do reflects on the brand' and 'a brief questioned is a brief lived', to name just a few.



Work Together team principle focus areas for development

Over the past 2 years the team has grown by 25% in terms of headcount, this is a result of ongoing business pressures and new routes to market which have required additional resource especially in digital and CRM. As the brand expands from a functional box shifting operation to a more strategic solutions and services organisation the business has recognised the important role that marketing plays in shifting brand perception. However the sign off and investment in additional resource would not have gone ahead if the department could not prove successfully what an integral part they play in this transformation.





"Attitudes of the Ambitious" - A3 Inkjet Campaign

Colleague testimonials

"The Brother UK business is built around a key staff development theme of PRIDE (Personal Responsibility in Delivering Excellence). This is about bringing a positive attitude to work each day and how we go about our work. I get a huge sense of satisfaction in seeing this philosophy in action within the marketing team and they have made some significant contributions to our recent business success."
Phil Jones, Managing Director, Brother UK

ENDS

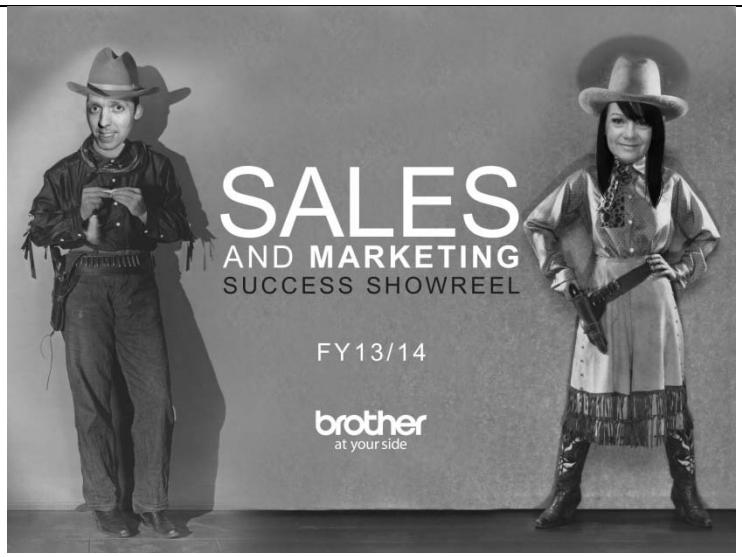
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Supporting material supplied

List any supporting material or presentation boards here. NA – see appendix below

Appendix

Additional material or images that do not form part of the main submission can be placed here. **Stills from Sales Success Showreel (notes some elements CONFIDENTIAL – Not for disclosure)** "These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."


SALES
AND MARKETING
SUCCESS SHOWREEL
FY13/14
brother
at your side


UNCLUTTER YOUR MIND
LABELLING CAMPAIGN
WE REACHED OVER 171,343,351
WITH OUR MESSY DESK CAMPAIGN
THROUGH EARNED, OWNED AND PAID FOR MEDIA
4,500 NEW SOCIAL MEDIA FANS
DATA OF 2,000 OFFICE
PROFESSIONALS AT THE OFFICE SHOW
FURTHER 1,200 VIA COMPETITION
brother
Label your workload.
Declutter your mind.
25% OFF
Plus
Up to £50
end-user cashback



Submission ends