



# Independent Marketing Awards 2005

The thirteenth annual Independent Marketing Awards, organised by the Independent Electrical Retailer magazine and sponsored by distributors BDC Independents, were held at the Forest of Arden Hotel in Warwickshire on 26 May 2005. With record attendance from senior management personnel in the industry, representatives of the best performing companies, as voted by the readers of *IER*, collected their awards in 21 categories.

The Awards were compered by Shân Millie, Publishing Director of *IER*, and Jeff Moody, BDC Divisional Director. Presenting the Awards were Tim Whitehouse, Managing Director Newsquest Specialist Media, Anna Ryland, *IER* Editor, and Rysiek Tomczyk, Board Director of Bridesco.



*Geoff Woodman, Indesit Company – "Lifetime Achievement Award"*



*Jeff Moody – BDC, Joint Comperè*



*Tim Whitehouse presents the "Ultimate Top Supplier Award" to the hard-working team from Whirlpool*

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## The 2005 Winners

The awards in 21 categories, honouring the excellence in the fields of consumer advertising, product development, trade communications and training achieved by companies in the consumer electronics, major appliances and small appliances sectors were granted to the winning companies as voted for by independent electrical retailers – the readers of *IER*. Here is the full list of the 2005 winners:

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### Consumer Advertising Consumer Electronics Award

The impetus of good advertising and national campaigns are crucial in generating the interest that sends consumers into stores. Our nominees have all implemented campaigns that reach out to the consumer to communicate how potentially baffling products can make a real, human, difference to their lives.

The nominees were: Aiwa, LG, JVC, Philips CE, Roberts Radio, Samsung, Sharp, Sony, Toshiba. The winning company in this category is in the forefront of DAB radio developments. Their advertising has been a key and integral part of this. It revolves around the possibility of rewinding your radio PausePlus – and is a good example of the effective approach and extensive commitment this company makes to brand communication.

Winner: Roberts Radio

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### Consumer Advertising Major Appliances Award

The major appliances sector regularly witnesses some of the best consumer advertising campaigns in the electrical industry – with strong messages and innovative creative executions.

The nominees in this category were: Bosch, GDC (Belling, Stoves, New World), Indesit (Hotpoint, Canon, Creda), Leisure, LG, Miele, Neff, Samsung, Siemens and Whirlpool. The top accolade for consumer advertising went to a group of companies which

has the best-known British brands in their portfolio, where creative and brand building consumer advertising is not a pragmatic reaction to change but a constant activity

Winner: Indesit Company

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### Consumer Advertising Small Appliances Award

Small appliances always need good advertising support; the everyday appliances, such as kettles and toasters, because there are so many products on the market, and the latest innovations because it is necessary to persuade people to let new and different small appliances into their lives.

The nominees included: Bosch, Breville, De'Longhi, Kenwood, Morphy Richards Philips DAP, Salton, Tefal. The winning company in this category updated their award-winning 2003 campaign to support an extended range of Smoothie makers. The campaign revisited the popular 'dancing fruit' of 2003 and focussed on the Christmas period, successfully boosting sales through the one million barrier.

Winner: Kenwood




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### EST Award

New for 2005 was an Award sponsored by the Energy Savings Trust. Energy saving is a global issue and all independents have a duty to make their customers aware of the financial savings available when choosing an appliance that is "EST recommended". This year's independent winner was Scott Eltringham of AVA Electrical. However, since the winner was unable to attend the ceremony, Frances Galvenoni, EST Trade Marketing Manager, presented the Award to Bob Broadley of *IER* who read Scott's note of acceptance.

Winner: Scott Eltringham  
of AVA Electrical

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### Impactful Product Consumer Electronics Award

Consumer electronics is the most dynamic but also the most competitive sector of the electrical industry, where enormous budgets are devoted to product development and research, creating products which stretch the boundaries of technology and imagination. The list of true innovators this year included: JVC – Everio, Panasonic – HD LCD TV, Philips – Ambilight Flat TV, Pure Digital – EVOKE DAB, Samsung – HD ALIS TV, Sony – IDTV Range, Toshiba – DLP Projection, Vodafone – 3G Launch. The winning product this year – Pure Digital – 'EVOKE' – was the first sub £100 DAB digital radio, which kick started the UK DAB market and the design of which became the most recognisable DAB icon.

Winner: Pure Digital –  
EVOKE

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### Impactful Product Major Appliances Award

Extensive customer and product research in the white goods sectors every year results in outstanding products coming to the market. All the nominees for this Award exemplify innovative designs, features and above all benefits which have raised the bar for other products in the category.

The products nominated for this category were: Belling – 90cm DB Range, Dyson – DC11 Telescope, Leisure – Zenith Range, LG – Intellowashed Direct Drive, Samsung – 4D Spray System Laundry, Smeg – FAB28 Range, Whirlpool – 6th Sense Laundry

The winning company has produced a product that is as close to intelligent as domestic appliances get.

Winner: Whirlpool's  
6th Sense

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### Impactful Product Small Appliances Award

The small appliances market, which is led by innovative, sophisticated and



design-lead products which reflect our lifestyles, every year brings to market an array of truly impactful products. The products nominated in this category were: De'Longhi – Maginifico, Kenwood – Brewmaster, Morphy – 'Go' Range, Philips DAP – Senseo, Remington – Wet to Straight and Tefal – Steam Generator System. The winning product has been developed as a result of six years of intensive research and has taken coffee into a new area, significantly boosting the coffee maker sector.

Winner: Philips DAP – Senseo Coffee Machine

## AMDEA™ Award

The winner of this award was chosen by a panel of retailers who visited every stand at AMDEA 2005 Show and assessed exhibitors on a number of selection criteria, such as welcome, product knowledge, helpfulness to visitors, product representation and others.

The winner of this Award was Vestfrost. Simon Freear receiving it on behalf of Vestfrost commented: "We were delighted with the response to our product ranges at the AMDEA Show. It was important for us to demonstrate our support for the independents as we believe they give the best customer focus and are able to demonstrate the high build quality and features of our products. We were supported by some of our distributors who helped man the stand and were impressed with the quality of the visitors to the show."

Winner: Vestfrost

## Trade Communications Consumer Electronics Award

Trade communications activity in the consumer electronic sector is particularly competitive – with numerous promotions, awards and competitions. The nominees in this category were: Aiwa, JVC, LG, Pace, Phillips CE, Samsung, Sharp, Sony, Toshiba. This year's winner stood out

from the crowd with its trade communications strategy, which included a quarterly Marketing Focus and a monthly Launch Product Focus.

Winner: JVC

## Trade Communications Major Appliances Award

In a market where promotional activity is paramount, a number of companies made their mark. Among them were the nominees for this award: Brandt UK, Glen Dimplex (Belling, Stoves, New World), Indesit Co. (Hotpoint, Canon, Creda), LG, Samsung, Siemens, Smeg and Whirlpool. This year's winner has had a lot of news to communicate, with new brands, new ranges and re-launches of its various products.

Winner: Glen Dimplex, Home Cooking

## Trade Communications Small Appliances Award

The nominated companies in this category were: Braun, De'Longhi, Groupe SEB, Kenwood, Phillips DAP, Remington and Salton Europe.

There was a very close contest between two of the nominees in this category: Kenwood came a creditable second-place in the voting, but was pipped at the post by a company who were recognised in last year's Awards for their outstanding performance in informing and supporting trade partners.

Winner: Phillips DAP

## retra Award

This Special Award which RETRA presents each year to Best Representative of the electrical industry was given to Lee Bowman of Indesit Company by the outgoing Chief Executive of RETRA Fred Round.

Winner: Lee Bowman of Indesit Company

## Training Award Consumer Electronics Award

Retail sales training is an area where the investment of time and money brings great rewards for manufacturers. All the nominated companies have taken training very seriously and invested a lot of effort and time in devising the programmes and formats of training which work best for independent dealers. They were: JVC, Pace (Micro Technology), Panasonic, Philips CE, Samsung, Sanyo, Sharp, Sony and Toshiba. The winner was a company which has become synonymous with new technology – and training their dealers in the benefits of technologies they use.

Winner: Sony

## Training Award Major Appliances Award

Training on major appliances is crucial; manufacturers have the opportunity to help the retailer guide customers confronted by a sea of white goods in his store. The nominees in this category were Bosch, Brandt UK, Electrolux, Indesit Company, Miele, Smeg and Whirlpool. The winning company is no stranger to this Award and was applauded for its regular 'Update' mailouts and a strong in-field training team.

Winner: Whirlpool

## Training Award Small Appliances Award

Small appliance brands have put in a lot of effort to differentiate themselves from their competitors and to explain to the consumers the increasingly sophisticated technologies and innovative designs of their products. They were: De'Longhi, Group SEB, Kenwood, Phillips DAP and Salton. This year's winner has joined an elite club have won the same category in successive years:

Winner: DeLonghi



## BDC Special Awards

BDC stocks over 7,500 products, from over 70 leading brands each year. The relationships the company builds with those brands and their independent retailers relies on continued and improving standards of service. As in previous years, BDC presented special Supplier of the Year Awards recognising outstanding performance in each of the categories.

### BDC Supplier of the Year Consumer Electronics Award

The winner of this award is one of the fastest growing and most innovative mega brands in the world which is working well with BDC to reach their target market of the independent retailer.

Winner: Samsung

### BDC Supplier of the Year Major Appliances Award

This winner is a brand with an impressive portfolio with whom BDC has grown jointly in the last 13 years – a brand who now has added many more names and ranges to their already impressive portfolio.

Winner: Beko

### BDC Supplier of the Year Small Appliances Award

This brand has consistently shown growth in value and units over a difficult period – by bringing innovative and well designed products to the BDC's range.

Winner: Kenwood

### BDC Supplier of the Year Floorcare Award

This winner is a brand which has dominated the UK market for a decade and now looks set to do the

same in the US – with its iconic products which are popular with consumers and distributors alike.

Winner: Dyson

### Ultimate Top Supplier Award

This is the ultimate accolade of the Independent Marketing Awards, reflecting the opinions of the independent retailers on who provides them the best service and supports them most effectively.

There were a number of strong runners for this Award as the readers of *IER* cast their votes for the following companies: Bosch, Electrolux, Hoover, Hotpoint, JVC, Miele, JVC, Philips CE, Pure Digital, Roberts Radio, Sharp, Sony, Toshiba and Whirlpool.

And yet, the leader in this category has received almost 50 votes more than the next best contender, which shows that the company is giving an exceptional service to independent electrical retailers. For the seventh consecutive year this award went to:

Winner: Whirlpool

### Lifetime Achievement Award

This very special award is a reflection of the electrical industry's appreciation of someone's lifetime contribution to the industry and his/her support for the independent. This honour this year went to:

Winner: Geoff Woodman of Indesit Co.

### Charity starts at home

The Independent Marketing Awards have a long association with the Electrical & Electronics Industries Benevolent Association (EEIBA) which has celebrated its centenary this year. Keeping with the tradition of the previous years, EEIBA ran a raffle at the end of the evening (conducted by Brian Lovewell, National Appeals Manager of EEIBA). Contributed to

EEIBA funds supporting "those, who having spent their lives establishing the electrical industry, are unable to support themselves". As always, manufacturers responded magnificently by donating many valuable prizes which generated £1,740 in raffle income, the highest amount ever achieved at the IMA evening.

### And the golf...

In line with the long tradition of these Awards, the attending representatives of the nominated companies completed a golf tournament during the early part of the day on the vast grounds of the Forest of Arden Hotel & Country Club.

This always proves a popular attraction of the day and prominently features in the discussions during the Awards dinner. ■

The *IER* reader who won the prize for taking part in the voting – a 42" Samsung flat screen TV – was Keith Pittaway of Wye Electrical.

## Judges, winners and guests enjoy the night



*Simon Freear, Vestfrost – Amdea Award*



*Ian Goddard, BEKO – BDC Supplier of the Year, Major Appliances Award*



*Ray Isted, Whirlpool – Most Impactful Product, Major Appliances Award – Whirlpool "6th Sense"*



*Dave Badger, Dyson – BDC Supplier of the Year, Floorcare Award*



*Jonathan Casley, Glen Dimplex – Trade Communications, Major Appliances Award*



*Glen Houston, Philips DAP – Impactful Product, Small Appliances, "Senseo"*



*Paula Cox, Roberts Radio – Consumer Advertising, Consumer Electronics Award*



*Marco Risi, JVC – Trade Communications, Consumer Electronics Award*



*Gary McCornick, Samsung – BDC Supplier of the Year, Consumer Electronics*



Alan Blackman, De'Longhi – Training Award, Small Appliances



Lee Bowman, Indesit Company  
Retra Award – Best Representative



Nigel Wainwright, Kenwood – Consumer Advertising, Small Appliances



Geoff Johnson, Pure Digital – Impactful Product, Consumer Electronics Award – "Evoke"



Glenn Houston, Phillips DAP – Trade Communications, Small Appliances



Kevin McNally, Sony – Training Award, Consumer Electronics



Anne-Marie Barbour, Whirlpool – Training Award, Major Appliances



Geoff Woodman, Indesit Company – Consumer Advertising, Major Appliances Award



Frances Galvanoni – Energy Saving Trust



Having a good time!