

A. Proctor Group win at Construction Marketing Awards

CORPORATE

The A. Proctor Group received two awards at the prestigious CMAs (Construction Marketing Awards) in London last month.

The CMAs are a highly anticipated annual event for the industry. Now in their 19th year, the awards showcase the best construction marketing campaigns of the year from teams across the UK, highlighting creativity, innovation and marketing effectiveness in this sector.

The event is an industry favourite. This year the list of CMA award categories was expanded to 24, with the organisers saying they had received the largest number of entries to date and that all were of a "very high standard". The winners were announced at a gala event at the Hilton London Bankside Hotel on 28 November.

The A. Proctor Group won two categories: "Best Use of Advertising" and "Best Big Budget Campaign". Their winning entry, a fashion-inspired campaign, featured five fantastic costumes that were made completely out of their high-performing construction membranes.

The Marketing Team at the A. Proctor Group worked with students from the University of Edinburgh to design and construct these outfits. The completed costumes were then professionally modelled and photographed at the company's Dunkeld Road factory site in Blairgowrie.

The purpose of the costumes was to create fictional "characters" that would help explain the function and performance characteristics of the membranes, and to show where in the building the membrane would be installed during construction.

When the costumes appeared in trade magazine advertisements, their eye-catching 'high-fashion' look made them stand out against other advertisements. The costumes also made a splash at the Futurebuild exhibition in London this year, with a number of people commenting on social media including Neill Gibson who tweeted: "Congrats on making construction membranes appear almost sexy!"

CMA judges on the night of the award commented that A. Proctor Group's campaign was "innovative and exceptionally well executed." They were also impressed with the depth of the campaign's concept: "An interesting use of imagery to capture the audience's attention while demonstrating the versatility of their products."

Everyone at the A. Proctor Group was thrilled with the double-win and look forward to seeing what the Marketing Department comes up with next!



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