

## **Corporate and Business Communications Campaign**

### **The Right Agency**

#### **Glen Dimplex Home Appliances: From Prescott to Poland and the Deputy PM**

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##### **The Campaign Brief:**

In 2011, having returned the manufacture of its cooking appliances to its Prescott plant from overseas, Glen Dimplex Home Appliances (GDHA) started a campaign to celebrate British manufacturing. Central to the campaign was the development of a marque for UK manufacturers. It attracted widespread attention from national media and was even debated in the House of Commons. The Made in Britain (MIB) campaign gained so much momentum that, in 2013, GDHA handed it to a board of directors to be run as an independent organisation. Proud to be founder-members of the initiative, but still keen to independently promote its British credentials, the question from GDHA was: 'How on earth do we follow that?'

GDHA tasked The Right Agency with promoting its British-made products and the success of MIB amongst multiple and independent retailers.

##### **Objectives:**

1. Position GDHA as a financially secure home-grown brand with a worldwide reach, standing shoulder-to-shoulder with international brands operating in the UK market
2. Support domestic sales and business growth by keeping GDHA central to the MIB movement, differentiating British-made goods from competitor products.

##### **Strategy and tactics (including innovation and creativity)**

With MIB now an independent organisation, we had to find a new hook to promote the success of GDHA's British-made appliances. As a privately owned company, GDHA doesn't publish financial accounts, so, whilst other appliance brands issue profit statements, we also needed to find alternative ways to promote the company's financial security. The strategy focused on the commercial success of the MIB message, looking at the domestic growth afforded by GDHA's repatriation and the company's export successes.

##### **Tactics used:**

- Media relations programme (including: press releases, feature targeting, opinion articles)
- Whitepaper
- Regular column in retailer association magazine 'Retra Alert'
- Company/people profiles
- Awards targeting
- Engaging with UK Trade and Investment (UKTI)
- Developing British themed content for retailer websites
- Social media monitoring/News hijacking

### **Implementation:**

- June 2013: Working with GDHA's Head of International Sales, we developed a growth story, outlining the number of new international markets for GDHA and including statistics demonstrating a 12 month export sales increase of 45% (up an impressive £8.5m from £6.2m the previous year). We also updated the media every time GDHA added a new country to its international sales.
- We targeted regional, national and trade awards, focusing on categories linked to international and domestic sales success
- We engaged with UKTI regionally, sending them news releases and participating in Export Week March 2014
- We secured a regular column in a key retailer magazine and used that to communicate export and MIB messaging
- We monitored national and social media for opportunities relating to re-shoring or repatriation
- We secured profiling interviews for CEO, Denver Hewlett; MD, Jonathan Casley and Head of International Sales, David Willis, in national, regional and trade media
- We used 'How we make it' content from GDHA's YouTube channel to provide embedded content to online news outlets
- Co-ordinated and hosted a factory visit from the Deputy Prime Minister

### **Research, planning, measurement and evaluation (outcomes and outputs):**

#### **Outputs:**

- Online articles with embedded links
- Series of stats/growth related press releases
- 78 pieces of coverage
- Two national broadcast interviews for CEO, Denver Hewlett:
  - BBC News
  - Sky News
- Three award wins
- MIB themed content for retail partner websites
- Denver Hewlett named Export Champion by UKTI
- Video content
- Video interview with Deputy Prime Minister

#### **Outcomes:**

#### **Objective1: Position GDHA as a financially secure home-grown brand with a worldwide reach.**

- Generated 78 pieces of coverage (June 2013 – May 2014) across trade, regional and national business. All stories referenced GDHA's domestic and international growth as a result of its products being 'Made in Britain.'

Coverage included:

- BBC News
- Independent Electrical Retailer
- Get Connected
- Kitchen Bathroom Bedroom Review
- Essential Kitchen and Bathroom Business
- Sky News
- The Times
- North West Insider
- TheBusinessdesk North West

Secured **three** award wins:

- Get Connected magazine: 'Best Export'
- Euronics: 'White Goods Supplier of the Year'
- The Business Masters: 'Export growth'
- Building a partnership with UKTI meant GDHA were referenced in numerous news stories during Export week and CEO Denver Hewlett was named by UKTI as an Export Champion, advising other brands.
- HR: New recruits from high profile competitors have actively referenced GDHA's media profile on joining the company.

**Objective 2: Support domestic sales and business growth by keeping GDHA central to the Made in Britain movement, differentiating British-made goods from competitor products.**

- Successful news hijacking resulted in GDHA becoming central to UK manufacturing stories. The MIB committee is now ranked top in Google searches for 'Made in Britain', with GDHA's brand site ([www.stoves.co.uk](http://www.stoves.co.uk)) moving up into 4<sup>th</sup> position.
- Denver Hewlett is regularly requested as an MIB spokesperson by national and broadcast media
- The MIB PR activity was acknowledged to have played a significant role in securing **£3m worth of investment** from the Regional Growth Fund in April 2014, the largest award to a UK business. GDHA will use the funding to expand manufacturing facilities, increase its manufacturing capacity, and create 300 new North West jobs. Recognised as 'a long-time advocate of British manufacturing' GDHA was praised by the Deputy Prime Minister during a site visit which achieved widespread media coverage. We negotiated a one-on-one filmed interview between Nick Clegg and Denver Hewlett, resulting in fantastic footage which was embedded in 14 news websites, achieving hundreds of hits.
- Retailer feedback about the MIB messaging has been extremely positive, with John Lewis adding GDHA brand Belling to its showcase on British manufacturing.

### **Budget and cost effectiveness:**

Budget: Outside the retained fee, additional costs were minimal. Results were achieved via effective media relations and careful relationship building.

- Fee: £24,000 per annum
- £1,000 - videographer for Deputy Prime Minister visit and interview
- £1,500 award entries and associated costs

Jane Rylands, Marketing Communications Manager at GDHA: "It was important the Made in Britain campaign progressed and became independent, but commercially it continued to be one of our most important communications messages, so we needed momentum to continue. The Right Agency used new angles, such as our export success, to reposition the MIB message within the trade and national media to great effect. Overall, MIB has played a significant role in our success in the last year, helping us secure significant funding for expansion and differentiating our products from the competition."