

HOW TO... WIN A MARKETING AWARD

TIPS THAT WILL STICK FROM TESA

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Here at tesa UK we've just had our offices redecorated. Stylish new desks, fitted cupboards, the lot. Soothing brand new blue wallpaper which, UNDER NO CIRCUMSTANCES, are we permitted to stick anything to. I bet that sounds familiar to a lot of people! Luckily we have a cunning way to get round this. Desperate to get our wall planners, maps and posters back up we got out the Powerstrips and started sticking away. Luckily these sticky tabs are completely removable without a trace, so we won't get into trouble. We even had Hallowe'en decorations stuck to the windows with UV resistant ones – it was fun making the ghosts, witches and pumpkins.

Still, it's not all play in the office, we have to work hard too, and a lot of our time is spent dreaming up new ways to make sure people have heard of tesa. We send out a lot of personalised flyers and samples, because in our experience once people have used our products they just won't use anything else. Why use a round glue stick when the edges of paper are straight? Use a triangular one instead! Of course, it helps that we are marketing innovative and interesting products.

One of the most enjoyable things we do is to make sure we send something interesting and fun to our top 50 customers every month, just to remind them we're here. Next month's project is still under discussion, but in November the project




Image of Sue
Kenyon.
Transparency
to be senned
and inserted by
Mag Print co.
Nicki to send

picked up on bonfire night and all those fireworks. We includee special burn plasters made by our sister company, Elastoplast, just in case!

We've been working on the development of the tesa brand in the UK for a few years now, and each year we're growing. We're lucky to be part of the Beiersdorf group which also owns Nivea, and this gives us the opportunity to benefit by promoting tesa products in conjunction with the Nivea brand.

Whatever we do, sitting firmly at the core of our marketing strategy is the development of close relationships with our customers, whether it's just picking up the phone to keep in touch or the way that we always try to respond immediately to their requests.

This attitude not only earned us a place as a finalist for the Brand Awareness Award at the BOSS Industry Awards, we actually won it! So I reckon we're doing something right. See our tips on the right, and good luck with winning your accolades too. ■

TOP TIPS

FOR WINNING A MARKETING AWARD

- >> 1. ALWAYS PUT YOUR CUSTOMERS FIRST
- >> 2. LET YOUR PRODUCT DO THE SELLING FOR YOU
- >> 3. USE YOUR STRENGTHS TO DIFFERENTIATE YOU FROM OTHER BRANDS