



Green Award for Effective Use of Data and IT

FM is an industry where being greener is also often more effective, so this is developing into a key category and was strong once again this year



Silver: Service Innovation Group, Conair

Conair is the company behind such names as Cuisinart, Revlon Electrical, TRESemmé and BaByliss.

BaByliss is a leading manufacturer of personal care appliances from hairdryers, straighteners, tongs and crimpers to hair clippers and trimmers, women's hair removal products and beauty appliances. The product range also includes hair brushes and hair accessories such as scrunchies.

Conair is highly environmentally aware. For example, there are no wooden BaByliss hairbrushes: bamboo is used instead because of its sustainability, fast growth and high oxygen output (this helps to counteract carbon dioxide emissions).

BaByliss products are stocked by 960 Boots and 776 Superdrug stores. The range comprises between 60 and 352 products, depending on store size and location.

Conair's challenge is to install, replenish and merchandise BaByliss fixtures and products constantly in all

these 1736 stores with the minimum effect on the environment.

SIG has a team of 400 merchandisers, with six area managers, who make predominantly weekly visits to BaByliss's Boots and Superdrug outlets. This team has a multiple list of tasks to achieve from sales and merchandising to retail training.

SIG uses proprietary software BOOST to both optimise journey schedules and deliver real time reporting.

SIG's efficiency has clearly made the agency into a business critical partner for Conair, evidenced for the judges by Conair's Graeme MacPhee, who provided confidential data to support the entry. MacPhee stated: "From a supplier viewpoint the immediate access to information assists in store inventory management, production planning, shipping and in-store display management with the added benefit of insight into business development opportunities."

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Entrants will show how effective use of data and IT has been used to maximise the marketing impact per field call. Entrants will quantify the efficiency benefits for the brand and outline the consequential reduction of impact on the environment.

Judges will look for campaigns that have achieved notable brand success whilst demonstrating at least two of the following: co-ordinated deliveries; efficient data reporting, real time campaign adjustment; effectiveness per call; reduced mileage; targeting; paperless systems; lowering of fleet and/or personnel costs; innovative solutions for reduced wastage

Commended Finalists
TAAP, Ember Latham
Vehicle Rental
Trinity Field Marketing,
L'Oreal

Previous Winners
2008 Logobrand, Sara Lee
2007 IMS, Colgate Palmolive
2006 REL, Sainsbury's
2005 FDS, United Biscuits