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The Newcastle Scoops Major Marketing Award

Staff from the region's largest building society are celebrating following their award win at the prestigious Northern Marketing Awards as well as their nomination for the forthcoming Chartered Institute of Marketing Awards.

Newcastle Building Society won the Best Use of Customer Insight award at the Gosforth Park Hotel for its partnership with Ringtons, which was developed to encourage people to review and reconsider their insurance arrangements.

Judges awarded the Society the top prize as they believed it strategically identified and targeted its members by segmenting those who would benefit from the partnership between two of the region's most recognised brands. The Newcastle beat off stiff category competition from North Tyneside Council and the transport provider Nexus.

Steve Urwin, Senior Sales and Marketing Executive at Newcastle Building Society: "The Northern Marketing Awards are well respected across the industry. Winning such an award is a real testament to the hard work the team at the Newcastle have put in along with the successful partnership we developed with Ringtons.

"We pride ourselves on having an understanding of what our members need and want and in creating great partnerships with other companies. This award and nominations celebrates this fact and is a huge pat on the back for all involved."

The Northern Marketing Awards celebrate and recognise the efforts made by companies, in-house departments as well as individuals in the marketing and communications marketplace across the region.

The Society has also been shortlisted for a Chartered Institute of Marketing Best Integrated Campaign award against Britannia-Co operative Financial Services,

Barclays Commercial Bank, Octopus Investment as well as Principal Investment Management for its marketing of a unique service for its ISA customers. The service encouraged customers to take advantage of their increased allowance and spread their money across more than one cash ISA product.

The ceremony is due to be held in London in February.

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