

Atlantic Trampolines Wins CIM Marketing Award

13th October 2010



[Atlantic Trampolines](#) were extremely pleased to be announced as winners last week (07 October) at the 2010 Canmol Wales Marketing Awards, organised, judged and awarded by the Chartered Institute of Marketing. Sponsored by the University of Wales, Newport.

[Atlantic Trampolines](#) scooped one of five *Canmol* (meaning 'praise in Welsh') trophies at the event for showing innovative use of marketing, strategy, planning and excellent results.

Managing Director Andrew Jardine said: "We identified a gap in the market by starting a business selling trampolines and developed a marketing strategy to best promote our product. We've had a

successful few years so winning a *Canmol* Award in recognition of the team's hard work and creativity shows that it really pays off. We have lots of fresh ideas for our company's marketing moving forward, so hopefully we'll be back winning another Award next year!"

"[Atlantic Trampolines](#) are aiming to build a fun, friendly, engaging and successful brand through our marketing and so far we've been successful, but this has come from hard work and a lot of help along the way, we know we are going in the right direction and this award is the result of that, hopefully it will be the first of many!"

Now in their third year, the *Canmol* Awards were launched by The Chartered Institute of Marketing in July 2008 to celebrate and promote excellence in the marketing industry in Wales and to recognise the best marketers in the business.

Thirteen marketing experts* judged the entries under the Chairmanship of Dr Jonathan Deacon, Newport Business School and Chair of the Wales Board of the Institute, and with no categories or boundaries, the judges were looking for innovative marketers demonstrating integrated campaigns and brilliant results.

Dr Jonathan Deacon said: "It was great to see such diverse campaigns making the shortlist this year, from the launch of a cheese maturation turned trampoline company in West Wales to the opening of the biggest retail development in 2009. With budgets starting from as little as £200, *Canmol* truly captured innovative marketers from across Wales.

"It was a very difficult task selecting the winners from a wealth of excellent campaigns, however five entries stood out in particular for their creative, innovative and strategic thinking, as well as their ability to achieve brilliant results. The winners tonight really are the best in the business and deserve recognition.

'Atlantic Trampolines demonstrated entrepreneurial thinking and strategic marketing when they launched their trampoline company initially through eBay, before building the brand through its own website and developing presence, awareness and sales through a multi channel approach. which led them to winning a *Canmol* Award.

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, commented: "*Canmol* is going from strength to strength year on year, generating fantastic entries. This year's winners sum up

what the *Canmol* Awards are all about, from budgets great and small, from corporate to quirky, *Canmol* has no boundaries or limits, it's simply a celebration of outstanding marketing in Wales.

From cheese to trampolines, with some help from eBay

[Atlantic Trampolines](#) was born in 2005 after Atlantic Industries, also owned by Andrew, had space in its warehouse which deals in temperature controlled storage, after a gap in the market was spotted for a dedicated, specialist brand supplying garden trampolines. The aim and emphasis on the marketing of the company was to build a destination brand fully catering for the UK market supplying the highest quality trampolines with free next day delivery on all orders

The estimated number of trampolines installed in UK gardens exceeds four million and with no major UK trampoline presence online the diversification of the company offered Atlantic scope for a sizeable turnover from not only the new products but the supply of parts and accessories.

Atlantic launched its website in 2006, and began to build the brand through this base whilst using and testing other on and off-line channels such as Google Adwords, Direct Marketing, events, Sponsorship, regional and national editorials and customer referral scheme as well as more traditional methods such as email marketing, as well as developing sales channels and seeking new ones.

- ENDS -

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with members worldwide. First established in 1911 it defines the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

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Interviews with the winners and judging panel, including Dr Jonathan Deacon, Roger Pride and Lisa Brown, will be available on www.canmol.com and www.atlantict trampolines.co.uk in October. Please email us if you wish to be notified when these are live.

The judges are Dr Jonathan Deacon, Barrie Foster, Dan Langford, Ian Beattie, James Horsham, Joanne McKinstry, Robert Dillon, Professor Nicholas Alexander, Paula Dauncey, Sue Cole, Alan Mumby, Joanna Swash and Peter Lewis.