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Southampton firm enjoys Chamber Awards success

A local marketing and communications specialist is proving that 'Business is Good for Britain' after developing a marketing drive to promote a major challenge.

Carswell Gould beat off rivals from across the South of England to secure the Marketing Campaign of the Year Award (sponsored by the RBS Group), impressing judges with its ability to raise awareness of the GORE-TEX® Arctic Challenge through a mix of high profile PR, web and social media work.

The Southampton company, whose client base features Grant Thornton and the May Flower Theatre, also had to use the integrated communications plan to explore people's understanding of Rigid Inflatable Boats (RIBs), encouraging them to partake in outdoor activities and delivering the sponsor major returns on its investment.

The results were impressive with national media coverage, 12 minutes of TV airtime, 2616 views on YouTube and 31,000 unique views on Flickr.

President of the British Chambers of Commerce Martyn Pellew said: "There has never been a more important time for businesses to showcase the amazing work they are doing on a day-to-day basis.

"The Chamber Awards is a perfect platform for them to do just that and receive the recognition and profile they deserve for helping move the economy forward and create employment, often in local areas."

The British Chambers of Commerce (BCC) Chamber Awards 2012 is committed to finding the best businesses in Britain through a series of regional heats followed by a National Final, due to be held at London's Guildhall on November 29th.

Now in its 9th year, the competition is one of the showcase events for the 'Business is Good for Britain' campaign that highlights the role of business as a positive force for the UK recovery and the success of local communities and individuals.

Carswell Gould, who is a member of the Hampshire Chamber of Commerce, is one of nine regional winners in the South of England, who will now go forward and compete for the national titles in their respective categories. All will have a chance to win 'Outstanding Business Achievement' and a £25,000 cash prize, courtesy of the RBS Group.

Other successful companies in the region include:

- Acumen Business Law's Penina Shepherd (Entrepreneur of the Year)
- HCR Ltd (Sustainability Award)
- Jacksons Fencing (Business of the Year)
- Minimise Ltd (Most Promising New Business)
- MPR IT Solutions (Commitment to People Development)
- Nova IT Solutions (Excellence in Customer Service)
- Quorum Technologies (Achievement in International Business)
- Thomsons Online Benefits (Excellence in Innovation)

Martyn concluded: "A record number of firms have taken part this year, all determined to prove that 'Business is Good for Britain!'"

The Chamber Awards 2012 is supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health and Acua Limited.

For further information or to book your place at the National Awards Final, visit **www.chamberawards.co.uk**

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For further information, please contact Russ Cockburn on 07812 600271 or email russ@dc-pr.co.uk

Notes to Editors

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**