



Press Release

THE 2016 MARKETING SOCIETY EXCELLENCE AWARDS

SENSODYNE IS THE GRAND PRIX WINNER

ALISTAIR MACROW OF MCDONALD'S IS THE MARKETING SOCIETY 2016 MARKETING LEADER OF THE YEAR IN ASSOCIATION WITH *CAMPAIGN*

London, 16 June 2016. Last night at The Marketing Society Excellence Awards at the HAC, London, **Sensodyne** was awarded the prestigious Grand Prix prize and **Alistair Macrow** of McDonald's was crowned the 2016 Marketing Society Marketing Leader of the Year in association with *Campaign*.

Over 500 members, guests and friends gathered to celebrate marketing in all its creative brilliance and to find out who this year's much anticipated winners were. The judges, led by Ronan Dunne, CEO of O2, chose Sensodyne as the overall winner of the Grand Prix.

Hugh Burkitt CEO of The Marketing Society said, "*GSK bought Sensodyne when it was a niche brand and by shrewd analysis of the market and clear communication of its benefit, increased its sales at a premium price, and turned it into a billion dollar global brand. It is a brilliant example of how great marketing builds profitable business.*"

Alistair Macrow, Senior VP, CMO, McDonald's UK, Ireland, Norway, Denmark, Sweden and Finland scooped The Marketing Society Marketing Leader of the Year award 2016, in association with *Campaign*. He was recognised for increasing McDonald's marketing agility, enabling it to reach its audiences in their chosen channels and on their own terms.

Alison Orsi, VP marketing, communications and citizenship for IBM UK and Ireland was highly commended and the other nominees included: **Matt Barwell**, chief marketing officer at Britvic, **Nina Bibby** marketing and consumer director at O2, **Mark Evans** marketing director at Direct Line Group, **Anna Hill** chief marketing officer at Disney, **Kenny Jacobs** CMO at Ryanair and **Sarah Manley** CMO at Burberry.

Other Award winners included:

Lotto	Brand activation
John Lewis Insurance	Brand extension
Pot Noodle	Brand revitalisation
Green Flag	Branded content
Telefónica O2	Building customer relationships
M&S	Building marketing capabilities
Heineken	Business to business marketing
Telefónica O2	Cause related marketing
Direct Line	Customer insight
The Electoral Commission	Effective marketing communications
OxfordSM	Employee engagement
P&G Always	Global marketing
Sensodyne	Long term marketing excellence
Amnesty International	Marketing on a shoestring
Vitality Health Insurance	New brand
Sport England	Not-for-profit marketing
P&G Always	Purpose Beyond Profit
P&G Always	Global Marketing
Best Entry Outside the UK	Extra Gum
Finance Director's Prize	Shell Drivers Club
Best Leading Edge Thinking	NHS Blood and Transplant

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Note to Editors:

The Excellence Awards:

The Marketing Society Excellence Awards set the standard of marketing excellence in the UK. They have established their reputation as the leading marketing awards in the UK for over 31 years.

They are judged by an elite panel of top marketing practitioners drawn from blue chip marketing organisations.

All shortlisted and winning cases are available for members on The Marketing Society website within the [Clubhouse](#). Selected winners will be showcased in Society events throughout the year.

About The Marketing Society:

The Marketing Society's winning formula of bringing together an exclusive network of like-minded marketers across the world has helped inspire bolder marketing leadership since 1959. It is *the* place for discerning marketers to learn, develop and share best practice and has become one of the most influential drivers of marketing in the business community with over 3,000 members and 33,000 followers on Twitter.

Each year the Society runs over 100 events in five global hubs – London, Scotland, Hong Kong, Singapore and Dubai. The Society aims to have a hub in ten major cities by 2020.

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