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Customer Direct Awards – open for entry

The 2014 PPA Customer Direct Awards, which reward the best digital and direct marketing in UK magazine media, are officially open for entry.

Author: News Desk

Posted on: 10 June 2014 07:30



Nicola Rowe: "The Customer Direct Awards are entirely focused on rewarding the best in subscriptions marketing."

Entries are being sought from the companies, teams and individuals that have delivered high-performing and creative subscriptions marketing campaigns over the past 12 months.

There are a total of 12 categories in this year's awards including Best Use of Data, Integrated Marketing Campaign of the Year and Magazine of the Year. The deadline for entries is September 12 and the winners will be recognised at a ceremony at The Montcalm Hotel in London on November 6.

Nicola Rowe, Director of Circulation and Member Services at the PPA, said: "The Customer Direct Awards are entirely focused on rewarding the best in subscriptions marketing. The teams in this part of the industry are tasked with the vitally important job of engaging, retaining and growing audiences in an increasingly complex multi-platform world, and because that work often goes unseen, it is all the more important for Customer Direct to shine a spotlight on their achievements."

The Customer Direct Awards will follow the Customer Direct Conference, a full-day event exploring current strategic thinking in the sphere of subscriptions marketing. Featuring expert speakers from consumer magazines, business media and beyond, the full agenda for the conference will be unveiled at the end of June.

About PPA

The PPA says: "The PPA promotes, protects and advances the interests of print and online publishers of consumer and business media in the UK. The

PPA has around 200 publishing companies in its membership, which collectively produce more than 2,500 consumer and business magazines and journals as well as digital media, data products and events."

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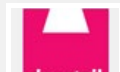
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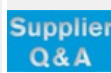
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