

Source: Date:

ppa.co.uk Tuesday 10, June 2014

Keyword: The Montcalm







## PPA opens Customer Direct Awards to celebrate outstanding subscriptions marketing talent

05 June 2014 by @ 12:00

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



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. Full details on the event are available at www.ppa.co.uk/customerdirect.

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."

Reproduced by Gorkana Group under licence from the NLA (newspapers), CLA (magazines), FT (Financial Times/ft.com) or other copyright owner. No further copying (including printing of digital cuttings), digital reproduction/forwarding of the cutting is permitted except under licence from the copyright owner. All FT content is copyright The Financial Times Ltd.

Article Page 1 of 3 286254970 - DERLEF - A21155 - 1

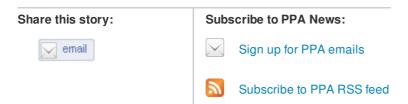


Source: ppa.co.uk

Date: Tuesday 10, June 2014

Keyword: The Montcalm

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.



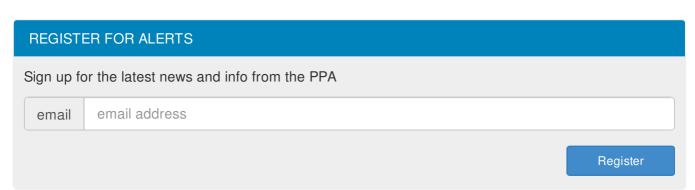


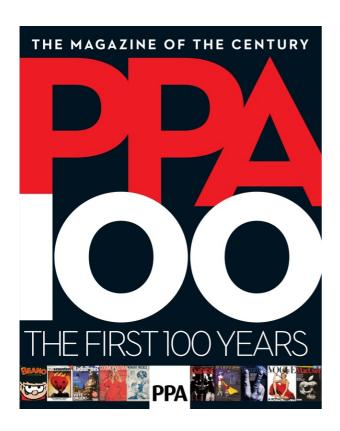












Reproduced by Gorkana Group under licence from the NLA (newspapers), CLA (magazines), FT (Financial Times/ft.com) or other copyright owner. No further copying (including printing of digital cuttings), digital reproduction/forwarding of the cutting is permitted except under licence from the copyright owner. All FT content is copyright The Financial Times Ltd.

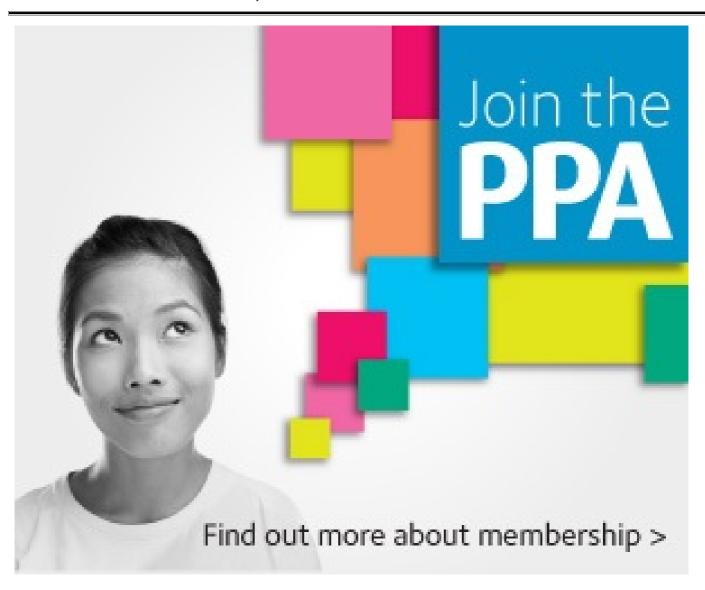
286254970 - DERLEF - A21155 - 1 Article Page 2 of 3



Source: ppa.co.uk

Date: Tuesday 10, June 2014

Keyword: The Montcalm





About Us

Contact Us

**Privacy Policy** 

Cookie Policy

Term and Conditions

Reproduced by Gorkana Group under licence from the NLA (newspapers), CLA (magazines), FT (Financial Times/ft.com) or other copyright owner. No further copying (including printing of digital cuttings), digital reproduction/forwarding of the cutting is permitted except under licence from the copyright owner. All FT content is copyright The Financial Times Ltd.

286254970 - DERLEF - A21155 - 1 Article Page 3 of 3