

Press Release

Mandeville Marketing wins Australian Business Award for Marketing Excellence!

Mandeville Marketing has been awarded and chosen as the winner of the 2007 Australian Business Award for Marketing Excellence. The Australian Business Awards acknowledge, reward and promote Australia's best performers across all industry sectors. Any company or organisation operating in Australia, private or public, regardless of size or industry is eligible to enter. This includes multi-national subsidiaries, partnerships, franchises, community organisations, registered charities, government departments, agencies and bodies. Mandeville Marketing has been acknowledged as an industry leader for outstanding achievement in marketing strategy and execution and honours our professional contribution to the industry as a whole.

The Australian Business Awards are delighted to recognise Mandeville Marketing International as recipients of the Award for Marketing Excellence. The achievement of Mandeville Marketing in developing high quality and innovative promotional products has demonstrated their outstanding achievement in marketing strategy and execution.

Mandeville Marketing's promotional product range is extensive with literally thousands of products available through a network of preferred suppliers and business partners. Servicing Australia and New Zealand and established over 20 years ago Mandeville Marketing have achieved success through sustained marketing excellence.

By individualising their products to the specific needs of their clients Mandeville Marketing are able to design and develop a customised promotional solution and offer superior value for investment. Mandeville maintains excellent design standards and provides the highest quality products because they recognise the value of their clients' name, logo, brand and message.

Key Criteria: This award recognises the brand or organisation that best demonstrates sustained marketing excellence and has driven business improvement over time. Submissions should include evidence of customer insight, innovation, clear and differentiated brand values, superior value for customers, effective use of marketing resources, excellent design and brand extension.

MANDEVILLE MARKETING WINNERS OF THE 2007 'AUSTRALIAN BUSINESS AWARD FOR MARKETING EXCELLENCE'

