

For Immediate Release



## Media 10 Wins 2010 UFI Marketing Award

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*Paris – September 16, 2010:* The 2010 UFI Marketing Trophy has been awarded to the UK's Media 10 for their outstanding 2010 campaign for the Ideal Home Show. UFI, the Global Association of the Exhibition Industry, recognizes exceptional programmes supporting the marketing objectives of the exhibition media. The Media 10 entry encompassed a highly convincing marketing strategy which successfully rebranded the 2010 Ideal Home Show.

Media 10 took a 100 year old trade show brand it had recently acquired and succeeded in repositioning it into an exhibition which broke the all-time UK record for advance tickets sales. In just six months the streamlined Media 10 team managed to turn the Ideal Home Show around completely. Despite a marketing budget pared by 60% from the previous event, Media 10 successfully developed a fresh campaign which attracted an audience composed of 40% first-time visitors. By focussing its marketing efforts on the affluent audience it was targeting, the re-branded Ideal Home Show successfully attracted 270,000 visitors across a new 17-day consumer show format combining eight exhibitions under its umbrella. The visitor experience and dwell times were also significantly improved, leading to increased demand for exhibitor space in 2011.

Media 10 Marketing Director Rob Nathan summarized the reasons for the programme's marketing success saying, "The Ideal Home Show is probably the most iconic exhibition in the UK yet had deteriorated into a show with poor visitor numbers, poor content and a lack of support from exhibitors and sponsors. Our aim – in a very short space of time – was simple; to bring visitors back. The marketing programme addressed issues such as poor quality data, uninspiring creative, a fragmented team and a lack of celebrity endorsement. We also bought media more effectively, targeted the most relevant groups and did all of this after shedding 60% from the previous year's marketing budget. The results the short history of Media 10 were overwhelming and we feel that that the success of the show was not only significant for Media 10 but for the industry as a whole as it made visitors and exhibitors believe in live events again during difficult economic conditions. To win this award is a huge accolade for the team and the company. We were extremely proud to be shortlisted for the award but actually to win – and become the first British company to do so – is one of the biggest achievements in the short history of Media 10."

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Katharina Hamma, Chair of the UFI Marketing Committee, congratulated the finalists saying, “the entries from Ahoy Rotterdam (the Netherlands), MEPLAN (Germany) and decorex (South Africa) and our 2010 UFI Marketing Award winner Media 10, prove that even in these challenging economic times, creativity and focussed management are a winning combination. UFI is pleased to recognize the continuing efforts of our marketing competition participants as we work together to ensure that exhibitions remain a strong media serving the interests of both exhibitors and visitors”.

The 2010 UFI Marketing Award will be presented to Media 10 at the 77<sup>th</sup> UFI Congress in Singapore from 10-13 November, 2010. This annual UFI competition, open to UFI members and non-members, attracts entries from exhibition organizers around the world.

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Note to the editor:

The attached photo should be captioned: Opening day at the 2010 Ideal Home Show

*UFI is the association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. With 550 members in 83 countries, UFI's global reach provides unique value to its members through promotion, information and networking.*

*UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide. It provides a global networking platform through its events, website and other media where exhibition industry professionals can exchange ideas and experiences.*

*UFI promotes trade fairs and exhibitions globally as a unique marketing and communications tool. We provide our members with valuable studies and research regarding all aspects of the exhibition industry and offer educational training opportunities and a variety of professional seminars. UFI also deals with issues of common interest to its members through lobbying, our engagement in appropriate international organisations, media campaigns and direct intervention with governments where needed.*

*All organiser members of UFI must have at least one UFI Approved Events. This growing list of over 850 of the world's leading exhibitions represent the highest quality international fairs.*

**For additional information please contact:**

**UFI**

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*Formed 7 years ago, Media 10 Limited is a privately owned publishing and events company based in Loughton, Essex. It currently employs approximately 120 staff and has fast become one of the leading players in the events industry as a result of the hugely successful Grand Designs Live exhibition, held twice per year in London and Birmingham, and the recent acquisition of the country's largest consumer exhibition – The Ideal Home Show.*

*Other events in the portfolio include Britain's Next Top Model Live, The Duke of Essex Polo Trophy, Clerkenwell Design Week, The London Design Trail, Grand Designs Awards, Grand Designs Live South Africa and Grand Designs Live Australia.*

*Its award-winning magazine portfolio includes icon magazine, the leading international architecture and design magazine; Grand Designs, the magazine of the leading property programme on Channel 4; The Selfbuilder, a monthly resource for anyone looking to refurbish, restore or build their own home; on office, the leading office design magazine; the music magazine, M; a design and property publication.*

*Media 10 currently has partnerships with Channel 4, Talkback Thames, Fremantle Media, The Performing Rights Society and Living TV Group.*

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