

## PRESS RELEASE

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### Avery UK Win European Marketing Accolade



**Maidenhead-based Avery UK have triumphed in the face of stiff competition at a European awards ceremony for the office supplies industry this month. Avery UK were the winners of the Marketing Initiative award at the prestigious European Office Products Awards (EOPA) in Amsterdam on the 4 March.**

Beating brands from across Europe, Avery won the award for their innovative use of social media in their 'Creating a Social Connection with Customers' campaign. As part of the campaign Avery created a successful blogger programme and involved their online community in driving the business forward. The awards were judged by a panel of industry executives from across Europe who were impressed by way Avery created an emotional connection with its customers using social media. Judges commented: "This created a dialogue of discussion about Avery products which enabled the company to understand its online customers. The judges felt that this was an engaging campaign which truly deserved to win."

Back in Maidenhead the entire Avery team are celebrating the achievement, Fiona Mills - Marketing Director at Avery UK said: "The European Office Products Awards are a major accolade for our industry, so we are absolutely delighted to have won! As a team we put a lot of time and effort into our marketing campaigns and listening to our audience, it's something we pride ourselves on. To have our hard work recognised and rewarded by the industry feels fantastic."

Avery's award-winning entry detailed the company's journey on social media and concentrated on how, in little more than 12 months, they created a loyal and engaged online community.

To see the latest from Avery UK you can follow them on Twitter @UKAvery or find them on Facebook [www.facebook.com/UKAvery](http://www.facebook.com/UKAvery).