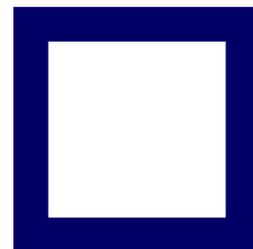


The Financial Services Forum

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THE FINANCIAL SERVICES FORUM WELCOMES ENTRIES TO THE 2007 AWARD FOR MARKETING EFFECTIVENESS

- *Closing date for entries is 12 midday on Thursday 28th June 2007*
- *Awards presented at Financial Services Forum Annual Member's Dinner on Wednesday 14th November 2007*

Draft 3rd April 2007: The leading financial services marketing organisation, The Financial Services Forum (FS Forum) is delighted to be inviting entries in its sixth annual marketing effectiveness awards, which this year are again sponsored by The Royal Mail. The Marketing Effectiveness Awards were introduced in 2002 to:

- Create a better understanding of the role and impact of marketing;
- Prove, beyond doubt, that marketing can be effective; and,
- Recognise, promote and reward marketing effectiveness.

The awards (which are open to anyone – including agencies and non-members of the FS Forum) remain the **only** awards committed to recognising and rewarding marketing effectiveness in financial services. The key factors that set the awards apart are:

- Size of budget doesn't matter;
- Creativity isn't judged;
- All activities compete equally – a small mailing pack has as much chance of winning as a TV ad; and,
- It is effectiveness that counts.

Neil Scaife, Managing Director of the Financial Services Forum, comments:

“The calibre of our award winners over the last five years speaks for itself, and demonstrates how the Awards for Marketing Effectiveness have quickly become established as the awards that many financial services marketing professionals want to win above all others.”

PRESS RELEASE

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Scaife continues:

“Last year’s winners included Scottish Widows, Virgin Money, Alliance & Leicester, HBoS and Direct Line each of whom demonstrated, above all, that their marketing budget was used effectively. Not only did they achieve their marketing goals, but also they could measure their achievement and demonstrate how it added value to the business. These are disciplines which should be the foundation of all marketing activity but from our experience rarely are.

“The Marketing Effectiveness Awards are unique, being the only awards committed to recognising and rewarding marketing effectiveness in financial services. Size of budget doesn’t matter, creativity isn’t judged; it is effectiveness that counts.”

The winners will be presented with their awards at the Financial Services Forum’s Annual Member’s dinner on 14th November, 2007. The event will take place at the Royal Opera House.

There are nine categories, designed to recognise the most effective financial services:

Sponsorship	Public Relations	Direct Marketing
Advertising	Media Strategy	Internal Marketing
New Product, Service or Innovation	Integrated Campaign	E-Commerce Activity

In addition there are two judges’ awards:

- Best consumer insight; and,
- Best contribution to marketing learning.

Entries cannot be submitted for these two categories – awards will be made, at the judges’ discretion, to the best overall submissions.

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The FS Forum will host two Award workshops for those wishing to have a closer look at previous winning entries and/or question one of the judges on how to produce a successful entry. These will take place on:

- Tuesday 24th April, 9.30am to 11.00am; and
- Wednesday 16th May, 9.30am to 11.00am.

Both workshops will be held at the Royal Mail Media Centre, Stukeley Street, London. To reserve a place either book online at www.thefsforum.co.uk/events or email Vahe Vartanian at vv@thefsforum.co.uk.

The FS Forum will also be accepting nominations over the coming months for the annual members' award for **marketer of the year**. This award, like all others is open to non-members. Last year, this prestigious award went to Tim Mack, Head of Marketing and Communications, National Savings & Investments.

For further information please call The Awards Hotline on 020 7449 9010 or visit
www.thefsforum.co.uk/awards.asp

To reserve a table or place at the Awards Dinner, please call 020 7449 9000 or email
rn@thefsforum.co.uk

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NOTES TO EDITORS

The Financial Services Forum

The Financial Services Forum is an independent organization that helps its members improve their marketing effectiveness by sharing information, experience and expertise. The purpose of the Forum is to improve marketing in financial services, because good marketing is good for both the industry and the consumer.

The Financial Services Forum was founded in July 2000 to bring together senior people from all parts of the retail financial services sector. The Financial Services Forum:

- provides insight into the future of financial services marketing, through events and research;
- creates a space for members to discuss and debate with other members; and,
- helps raise marketing and business standards in financial services.

The Financial Services Forum has over 300 individual members, representing the major retail banks, building societies, life and pensions companies, asset managers, stockbrokers and corporate and investment banks. Between them they control marketing budgets of over £2 billion.

Within the membership:

- 44% are marketing director or head of marketing;
- 22% are chief executive or managing director;
- 8% are director or head of product;
- 7% are director or head of distribution;
- 7% are director or head of strategy;
- 6% are director or head of e-commerce; and,
- 5% are head of brand.

Membership is restricted to financial marketing practitioners. For further information on The Financial Services Forum and its events, please contact Rachael Evans on 020 7449 9000 or email re@thefsforum.co.uk. For further information on *Argent*, the journal of The Financial Services Forum, please contact Richard Nolan on 020 7449 9010 or email rn@thefsforum.co.uk.