

Practice wins campaign award

A VET group in Northumberland has won an award for one of its marketing campaigns.

Alnorthumbria Veterinary Group – which has branches in Alnwick, Amble, Ashington, Morpeth, Ponteland, Rothbury, Seahouses and Wooler – was awarded the Marketing Campaign of the Year accolade at this year's *Over the Counter Awards* for its Face of Alnorthumbria Pets campaign.

The awards, say organisers, aim to showcase individuals and companies working in animal health, all with one thing in common – going the extra mile for customers. The award ceremony and dinner took place at Café Royal Hotel in London, and other awards included Training Initiative of the Year, Customer Care Award and Trade Supplier of the Year.

Alnorthumbria Vets' Rebecca Ashworth said she was "overwhelmed" the campaign received national recognition.

"It was great to represent Northumberland against some pretty big competition and country-wide companies," she said.



Marketing coordinator Rebecca Ashworth with David Kennard of Borough Farm (left) and Alan Whibley, chief operating officer of Ten Alps UK Publishing (right) presenting the award.

The judges at the awards said the entry was a "clear winner", and an excellent example of "creativity and innovation at its best".

"The tactics and aims were incredibly clear and the success of the campaign was very impressive, where it has generated some remarkable results," they said.

"Alnorthumbria has embraced social media and the internet, which has helped to encourage customer relationships in the local community, which can be continued in future."