

September 12, 2014

MEDIA RELEASE

RILEY MATHEWSON REDRAWN THE FUNERAL MARKETING BOUNDARIES

A cutting edge campaign which redefined the parameters for funeral sector marketing has received the Australian Marketing Institute's Business to Consumer State Award for Marketing Excellence.

Created by [Riley Mathewson Public Relations](#) for the WA-owned [Seasons](#) and [Just Cremations](#) brands, the campaign focussed directly on brand awareness and differentiation between the client's two flagship companies and their key competitors.

Riley Mathewson Account Director Clint Ford said that having identified these two crucial factors informing market share growth for the Seasons Group, the agency then proceeded to develop and implement a cut-through and cutting edge, multi-disciplinary campaign.

"As the research clearly showed, there is enormous competition from substantial players in the death market, however, by choosing to tread a very different and occasionally controversial path we achieved these two key objectives beyond the client's expectations," said Mr Ford.

The campaign for the group's flagship brand, Seasons Funerals, included extensive qualitative research, re-articulation of organisational values and a complete organisational rebrand, delivering new, more up-market positioning and core brand narrative.

In contrast, Just Cremations was repositioned as distinctly 'no fuss' – featuring a pragmatic and irreverent brand narrative and targeted messaging.

Mr Ford said that from a tactical perspective, the Seasons and Just Cremations campaigns applied a full suite of marketing tools in combination with PR activity.

"We deliberately approached the creative very differently to what was being done by the competition, and integrated radio, print and outdoor with advertorial, digital, point-of-sale, community relations and public relations.

"The Seasons Group saw a substantial increase in enquiries and sales as a direct result of the campaign, as well as substantial value through sustainably articulating differentiation between the two brands, and the companies' major, local competition," said Mr Ford.

The Just Cremations' *Jack and Marg* – [No Fuss](#) advertising campaign achieved significant global fame, with the provocative '[naked cremation](#)' ads generating global scale and viral coverage on various sites and online publications, including internet news media website BuzzFeed.

The campaign also created an avalanche of social media activity, and was covered locally by The West Australian newspaper and metropolitan radio.

According to Mr Ford, strategy and creativity are central to the success of the Seasons Group's campaign.

"Get your strategy right, target your messaging, be creative in your execution and stay the course.

"Be it marketing communication, public affairs or straight up and down government relations, the same principles apply," said Mr Ford.

Riley Mathewson Public Relations Director, Des Riley, said the award is due recognition for a campaign that has not only been successful, but has also achieved international peer and funeral industry recognition.

"Clint's work with the Seasons Group campaign makes use of the breadth of marketing communications activity, and demonstrates high level strategic work. Most importantly, it generated excellent business outcomes for our client," said Mr Riley.

This award follows Mr Ford's success as a National Finalist in the Mumbrella Government Relations' category Awards in 2013, and winner in the Public Affairs category at the PRIA State Awards for Excellence in 2011 and 2012 for campaigns in property development and liquor licensing.

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AMI B2C award winner Clint Ford, Account Director, Riley Mathewson Public Relations receiving his award from Fred Meyer, AMI WA State President.

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