



NEW MARKETER OF THE YEAR 2008

Joanne Mellor, Marketing Director for Designer Dental

was awarded the prestigious award of New Marketer of the Year 2008 for her outstanding contribution to marketing. The criteria for the award was to demonstrate a minimum of three years marketing success. This was done by providing case studies, testimonials and a catalogue of successful ideas and concepts that had taken the company to the next level. Joanne not only contributes to the growth of Designer Dental, she also has outstanding success in providing clients with successful marketing ideas and strategies that can elevate their business, the judges also recognised this aspect of her work.

Joanne was also commended for her commitment to post-graduate education with **The Chartered Institute of Marketing (CIM)**. The knowledge she has gained through this training and the implementation of sound marketing principles to dental marketing has made such a difference to the clients of Designer Dental.

The company was delighted that Joanne and Designer Dental had been recognised by CIM as dentistry is not a profession that is readily recognised as a marketing giant. Times are changing and marketing is now a fully integrated part of any successful practice or laboratory.

The company stance is **'When the going gets tough, the tough keep marketing'**. In times of trouble and the slowing down of an economy you must not cut back on this vital component of success – it will be what gets you through.



Joanne



Joanne, Darren & Yvonne
Directors of Designer Dental

