

ANNE SENT THE £500 CHEQUE FOR "MESSIAH"

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Voted Woman of the Year in marketing

ANNE FERGUSON, who is responsible for ICI's corporate image programme worldwide, has been voted Marketing Woman of the Year.

Mrs. Ferguson is Head of Group Communications at ICI. She wins the award from the Chartered Institute of Marketing for "outstanding personal achievement" in marketing the corporate image of one of the world's leading international companies.

"It's an enormous help to have a product as good as ICI to market," said Mrs. Ferguson.

"There is tremendous capability and dynamism in our company, but until we started the image programme the qualities of ICI were either not known or not understood well enough by people who are vital to our business."

"To bring the image up to date with the reality of modern-day ICI, we're marketing the company on a global scale and hopefully doing it with that extra bit of style which makes ICI different from the rest."

ICI's image programme involved the re-design of the company's famous roundel trademark and the introduction of a first international corporate advertising campaign, presenting ICI as a "World Class" company.

It also featured initiatives to improve employee communications for 130,000 staff, including a series of video programmes presented by ICI Chairman Sir Denys Henderson, who personally oversees the image programme.

"Fortunately, we have a Chairman and a Board of Directors who don't just pay lip service to project-

ing our image, they find the money to enable my team and myself to do the job. I'm glad to say they regard it as an investment for the good of the business," she commented.

Mrs. Ferguson has 15 years' experience in marketing and among her earlier work for ICI was the "Whiter Shade of Pale" advertising for 'Dulux' paint.

From 1981 to 1986 she was Marketing Manager of ICI Paints and helped increase sales by 40 per cent, aided by a popular marketing assistant, the 'Dulux' dog which she helped promote.

Earlier this year, she was appointed Chairman of the Government's Advisory Committee on Advertising.

She received the Marketing Woman of the Year award at the Savoy on October 31 from Sir

Patrick Meaney, President of the Chartered Institute of Marketing.

Sir Patrick commented: "Anne Ferguson has the gift of combining logical and creative thoughts and the talent and management to apply them to business promotion with style and energy."

"Anne's task is huge. ICI sells 15,000 products in over 150 nations and therefore has to market itself creatively and internationally in many different cultures and environments."

"This has been so splendidly encapsulated in ICI's outstanding corporate promotional slogan of 'World Problems — World Solutions — World Class' — that's ICI."

Mrs. Ferguson was voted Marketing Woman of the Year in a poll of 600 Fellows of the Chartered Institute of Marketing.



Anne Ferguson