


This is Edinburgh wins marketing award



A campaign run by Marketing Edinburgh to rejuvenate the city centre has been recognised as the best in town.

Although little over a year old 'This Is Edinburgh' took top place in the Creative Marketing category of the Edinburgh Chamber of Commerce Business Awards last night, beating off other entries including First Scotland East, Quartermile and Edinburgh Social Enterprise Network. Recognised for its "focus on audience and relevancy of messaging" the judges praised the campaign's "extremely solid results".

Over the last twelve months, 'This Is Edinburgh' has been pivotal in helping to woo back shoppers and residents to the city-centre. Led by Marketing Edinburgh and supported by The City of Edinburgh Council and Essential Edinburgh, the campaign has included television advertising, discount offers, partnerships and special events – the latest of which, [Edinburgh Fashion Week](#), begins this weekend.

 John Donnelly, Chief Executive of Marketing Edinburgh, picked up the award and said:

"We're absolutely thrilled that 'This Is Edinburgh' has been recognised. This award is wonderful but what's really been rewarding is the positive feedback we've had from businesses and residents who say it's made a tangible difference to how they feel about the city-centre.

"95.6% of people we've spoken to feel much better about Edinburgh's city centre than they did at the start of 2014. And that's translating to more footfall and more sales. We're proud that 'This is Edinburgh' has helped to make that happen.

“There’s still another twelve months of the campaign to go and there’s a huge amount planned within that time, giving people plenty of reasons to keep visiting the city-centre. Edinburgh Fashion Week kicks off this weekend and with fashion shows to workshops and discounts planned, it’s one not to be missed.”

Commenting on the awards, David Birrell, Chief Executive of Edinburgh Chamber of Commerce said: “Once again the experience, talent and resource of Edinburgh have shone through on a great night for our Capital City.

“I would like to thank everyone who took time to enter, the judging process gets harder year on year and I would like to pass special congratulations to our winners who I know will be real ambassadors for Edinburgh.”

Edinburgh Fashion Week runs from March 7-15, kicking off with the Big Weekend on March 7-8 at The Mound. Visit thisisedinburgh.com for full details.