

MORE BALLS THAN MOST...

Dear,

In our latest interview, we talk to Lara Morgan founder and former CEO of Pacific Direct about her new book 'More Balls than Most: Juggle Your Way to Success with Proven Company Shortcuts'. It details the highs and lows, the mistakes as well as the moments of genius that took Pacific Direct from Lara's home in the UK to becoming a major global player in the luxury branded goods industry. Lara discusses the lessons she has learned as a business leader and the advice she hopes to pass onto other entrepreneurs and leaders in her book...as well as why she believes all leaders need a Kick Up the Arse...!

To read the full interview [click here](#)

AND THE BRAND OF THE YEAR IS...COSTA!

The annual Marketing Week Engage Awards, which recognises excellence in best practise and innovation the UK marketing sectors and disciplines, took place last month at the Governor House Hotel in London. The awards, which is considered as the foremost networking event for the industry was attended by over 1500 leading marketing professionals representing all of the major industry sectors.

The big prize of the evening went to iconic coffee retailer Costa. They were revealed as the UK 'brand of the year' by judges who recognised Costa's superiority in effectively differentiating its brand in what is regarded as a highly competitive market. Other awards included 'brand innovator', which went to Fiat for its eco: Drive campaign and 'agency of the year' which was awarded to Karmarama.

Nigel Wright was the proud sponsor of the FMCG category this year. Senior Manager Oliver Reed presented the award to Kimberly-Clark for the Kleenex 'Feel me I'm gorgeous campaign', which judges lauded as 'highly creative'. According to Oliver, *It's fantastic to see how difficult economic conditions bring the best out of marketing teams. The innovative and creative strategies employed by all of the brands on the FMCG shortlist made it a difficult category to call.*

A record number of entries were submitted for the 2011 awards, and organisers are anticipating a high volume of nominations for 2012 event which will be officially launched in the autumn.

To see a full list of the 2011 winners [click here](#).

NEW WEBSITE PREVIEWED

As part of our global expansion strategy we will be launching a new website later this month. The new site, developed by London based agency New Brand Vision, is an interactive portal for our clients and candidates where they can gain access the latest job opportunities as well as up to date news, commentary and analysis in the consumer sector.

IMPACT OF A TEMPORARY WORKFORCE ON THE ECONOMY

If the private sector is going to grow, it is important for businesses to realise the value of using temporary resource to manage cost and boost productivity. Read our latest

report which investigates the trends in non permanent employment and considers why hiring a temp, a contractor or an interim manager can not only boost business performance but can also contribute to economic growth.

To read the full report [click here](#)

2011 CONSUMER SECTOR SALARY SURVEY

This survey has been compiled from the responses of over 1,000 respondents who completed our online questionnaire in the final quarter of 2010, as well as data from our own extensive database of candidates.

We hope that the results presented will be of interest. To view our latest salary survey, please [click here](#).

NIGEL WRIGHT LEAP UP THE RANKINGS OF TOP UK RECRUITERS

In November 2011 Recruiter Magazine announced that Nigel Wright have leapt up the rankings in the recruitment industry's Hot 100, from last years position of 92 to an impressive 35, placing us above companies such as Michael Page International and Hays. The ranking is based on independently researched data which is filtered by turnover and employee numbers.

The full table can be viewed by clicking on the following link.

<http://www.recruiter.co.uk/Journals/1/Files/2010/11/9/Hot100.pdf>

CONTACT US

If you would like to discuss any of the topics contained in this update in more detail or to discuss your recruitment requirements please contact us directly through one of the following means:

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