Lamb Weston joins the giants of B2B Marketing to take gold in its category and the Grand Prix: Campaign of the Year award

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Lamb Weston, supported by Art of the Possible Agency and WAA Chosen, has smashed the 2020 B2B Marketing Awards this week, taking **Gold in the Best Product Launch Campaign** and the highly coveted **Grand Prix: Campaign of the Year for the launch of its innovative Dukes of Chippingdom in February**.

Up against global brands such as Nokia, Mastercard and Lenovo, and with nominees for the Grand Prix Award including Rolls-Royce, M&S Corporate Gifts and Intuit QuickBooks, Lamb Weston's entry impressed judges with its dedication and passion, as well as demonstrating that, by pushing the boundaries, the campaign ensured a successful product launch.

Andrea Deutschmanek, Country Marketing Manager UK & ROI, Lamb Weston; "This has a strange and challenging year for everyone in our industry and to win this award is a real boost for the team; a fitting reward for a lot of work and devotion to the cause. It's shown that, even when pitched against some of the largest brands in the world, our efforts can make a difference."

Kat Patterson, Managing Director, Art of the Possible; "We are so proud to be working with a brand such as Lamb Weston; they really do have the passion and commitment to see a project through and we are thrilled to bits to have not only won the Best Product Launch Campaign award, but the Grand Prix: Campaign of the Year award too. Unbelievable!"

The judges of the B2B Marketing Awards included Senior VP, Marketing & Communications, Mastercard, Global Strategic Marketing Leader, PwC, and Director of B2B Marketing, BskyB. Comments on the Dukes of Chippingdom campaign included, "it's not very often that judges are stuck at a crossroads, one of the most difficult decisions in their professional lives – is it going to be burger or chips? The gold, however, needs to go to the entry that has demonstrated the clarity of their B2B marketing, from identifying their target audience, to reaching them by using the right channels, right tone of voice, right branding through to right results. After weighing their options, the judges have decided that the crispy gold goes to Dukes of Chippingdom."

Watch the full awards here: https://youtu.be/z4CVCuKu9hM

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