

Data Cleansing Experts Shortlisted for Industry Award



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Consumer data specialists Tracesmart have been shortlisted for a new industry award. Following the submission of an application into the 'Best PR/Advertising Campaign' category of the CSA (Credit Services Association) Awards, the [Tracesmart Corporate](#) 'Nobody home?' campaign has made the shortlist. The winner is to be announced at the CSA's annual Gala Dinner, which concludes the CSA & DBSG (Debt Buyers and Sellers Group) Conference in Brighton later this month.

Tracesmart's 'Nobody home?' entry, employs a variety of promotional mediums to communicate its message. The campaign promotes the Tracesmart Corporate [data cleansing](#) and [debtor tracing](#) services, which can be utilised to verify debtor residency and [trace people](#).

The message which the campaign conveys is that Tracesmart's services make it simple to confirm whether a debtor is resident or not - a task which is even more pertinent in the current economic climate, as more individuals attempt to avoid paying debt. Commenting on the imagery used to symbolise how difficult it can be to confirm residency, Adam Smith – Tracesmart's Marketing Manager – commented,

"Our creative brainstorming session led to the idea of a vacant house to symbolise someone who may no longer be resident, however this concept did not deliver the striking imagery we required. It eventually evolved into the more abstract concept of an empty tortoise shell. This image ticked all the boxes; whilst the shell appears empty, it could still have a resident, thus epitomising the problem of confirming debtor residency."

The concept has clearly worked for Smith's team as Tracesmart have seen impressive results from the campaign. Commenting on the effectiveness of the 'Nobody home?' campaign, Chris Rothwell – Sales Director for Tracesmart – remarked, "The campaign's creative concept has been well received by the industry and this has been reflected in the campaign results to date.

So far, in comparison to our last financial year, lead generation is up 53% for the sector, which has significantly boosted sales of the services promoted by the campaign. From a brand awareness point of view, this campaign has definitely

helped to highlight how we can help debt collection agencies and enforcers verify debtor residency and locate [gone aways](#)."

About Tracesmart

- Tracesmart Ltd was established in 1999, and is a leading provider of consumer intelligence services. They specialise in the provision of online tracing, data cleansing and identity verification systems. Prominent in the pensions, collections, legal, financial and retail sectors, their solutions are employed by a growing legion of businesses ranging from SME to FTSE 100 companies. The company's management has embarked on a rapid growth strategy, recently doubling staff numbers and office accommodation at their Cardiff Bay headquarters, in addition to opening a City of London office to satisfy existing and anticipated future demands for their products and services.
- Adam Smith oversees Tracesmart's marketing department. Combining creativity and technical knowledge, Adam has been a key player in spreading the word of Tracesmart, in both the consumer and corporate arenas.
- Chris Rothwell heads up the Tracesmart Corporate sales team. With a wealth of experience in the financial services sector and tracing industry, Chris has all the skills and knowledge required to develop new business for Tracesmart.

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