

Cartoon Me Winners

Highfield products always seek to engage their audience, whether it's through our 'A Question Of' books, our Challenge DVDs or our Cards4Safety, we aim to create interaction. We introduced this into our season's greetings through our new Christmas themed game - 'Cartoon Me', which was introduced last year.



Cartoon Me is based on a fruit machine game concept and allows players to create a cartoon character by choosing from a wide range of heads, bodies and legs from a selection of existing Highfield cartoon characters - including Santa Claus. In addition to this, players can upload their own face (or the face of a much loved pet) onto the character. Once a new character has been created it can then be submitted and be voted for by other players.

During Christmas 2011 a total of 279 unique characters were submitted and an impressive 8,155 votes were cast.



The prize available for the character that received the most votes, as well as the other additional categories that were introduced during the competition, was to have their likeness made into a cartoon character that would feature in a future Highfield publication.

The winners of the Christmas competition were as follows:

Most Votes (UK)

Marcus Gentles - Evolution Training Services

Most Votes (International)

Suraj Parakat - LuLu

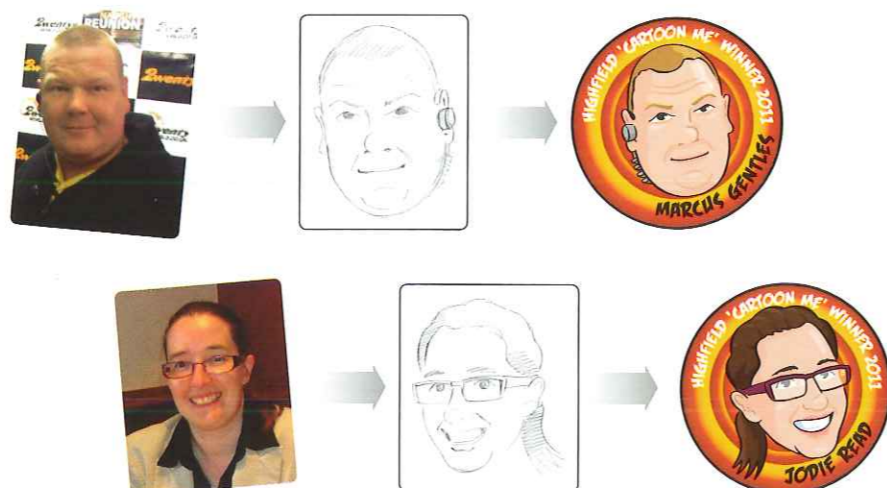
Character with the most votes at the Highfield Christmas Party

Pat Marshall - Pat Marshall Training

Best Use of Social Media

Jodie Read - Penarth Management

The images below show the Cartoon Me winners being made into new Highfield Cartoon characters. We challenge you to find them in our publications.



Top Ratings of Entrants

Marcus Gentles
(Evolution Training Services)
18/12/2011
Ratings: 3034

Steve England
(MSIS and MIST)
18/12/2011
Ratings: 1053

Jodie Read
(Penarth Management Limited)
22/12/2011
Ratings: 991

Stephen Haywood
(SBH Training)
4/1/2012
Ratings: 927

Brian Johnson
(HICA)
23/12/2011
Ratings: 281

Jeff Doidge
(Industry Safety Training)
17/12/2011
Ratings: 240

Declan Barry
(Declan Barry Training)
22/12/2011
Ratings: 78

Helen Greenhow
(Train2Train)
16/12/2011
Ratings: 57

Stuart Galloway
(WSG Associates)
22/12/2011
Ratings: 42

CARTOON ME WINNERS

Order entries by: Ratings OK

 Marcus Gentles Evolution training service 18/12/2011 Ratings: 3034 View	 Jeff Doidge Industry Safety Training 17/12/2011 Ratings: 240 View
 Steve England MSIS and MIST 18/12/2011 Ratings: 1053 View	 declan barry declan barry training 22/12/2011 Ratings: 78 View
 Jodie Read Penarth Management Limited 22/12/2011 Ratings: 991 View	 Helen Greenhow Train2Train 16/12/2011 Ratings: 57 View
 stephen haywood SBHTraining 4/1/2012 Ratings: 927 View	 Stuart Galloway WSG Associates 22/12/2011 Ratings: 42 View
 Brian Johnson HICA 23/12/2011 Ratings: 281 View	

Highfield Summer Games

In addition to the 'Cartoon Me' Christmas game we also launched a competition to commemorate the fact that the 2012 Summer Games were held in the UK. To take part in this game, players had to select the number of gold medals they thought Great Britain would win during the games. The winning answer was an impressive 29 gold medals and the 4 lucky winners who guessed this won a total of 29% of their next order with Highfield. Entries were made by almost 300 Highfield customers. Congratulations to all winners.

Highfield Summer Games

How many gold medals will team GB win at the 2012 Summer Games?



0 99

Use the slider above to select the number of medals you wish to guess

First name:

Richard

Surname:

Ford

Email address:

rford@highfieldabc.co

Company name:

HABC

Submit Guess