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# Cartoon boss is the tops!

IT'S not every day you get the chance to turn your boss into a cartoon character – but staff from a Penarth consultancy and training company have done just that!

Penarth Management Limited took part in a fun competition over Christmas, in the hope of winning the prize for their managing director to be featured in a health and safety training publication by Highfield.co.uk

There was originally just one prize on offer, for the highest number of votes received, and staff were disappointed when their entry was knocked off top spot. However, all

was not lost!

Following the success of the Highfield 'Cartoon Me' Christmas competition (hundreds of cartoon characters were submitted and thousands of votes placed), Highfield added additional category winners.

One of these was the 'Best use of social media to promote your cartoon' – and it was won by Jodie Read, managing director at Penarth Management Limited, who was very active on Twitter and Facebook to generate votes for her character.

Richard Ford, business development manager at Highfield, said: "Social media is now a key part of



**CARTOON BOSS:** Jodie Read with her new character.

our marketing strategy.

"It was fantastic to see Jodie so active with her tweets and Facebook posts on the 'Cartoon Me' game. She really helped spread the word, as well as promote Highfield.

"We thought it only fair that her efforts be rewarded and as a result, she will

receive her own characterisation in a Highfield publication."

Jodie, who received the cartoonist's impressions of her earlier this week, said she "can't wait" to see the cartoon incorporated into the next edition of *The Essentials of Health and Safety* book.