

Unlocking opportunity

How Dennis Eagle and Terberg Matec UK partner with CIWM to build engagement and audience expansion



Introduction

Dennis Eagle and Terberg Matec UK have maintained a longstanding and successful partnership with CIWM (Chartered Institution of Wastes Management), engaging in a wide variety of activities including event exhibitions, sponsorship of luncheons, regional initiatives, and integrated advertising campaigns through Circular magazine and digital platforms.

Their proactive approach to working with CIWM has helped strengthen brand presence, support product launches, and expand reach to new audiences across the resources and waste sector.

The Challenge

In a competitive market where brand recognition and trust are essential, Dennis Eagle and Terberg Matec UK were looking for ways to go beyond their existing customer base and reach a broader, but still highly targeted, audience. While traditional marketing channels had delivered results, the team recognised the need for a platform that could enhance their

message with the same level of credibility and authority that their brand was known for.

They also faced the challenge of maintaining consistent visibility and engagement around new product launches across different regions and audience segments - all while ensuring their marketing efforts remained efficient, targeted, and results-driven.

The Solution

The primary goal of working with CIWM was to amplify and reinforce the company's key messages. Whether launching a new product or sharing thought leadership content, CIWM has provided a platform that supports strategic brand communication beyond the direct customer contact that the business already has.

With clearly defined customer personas in place, the company recognised that their target audiences regularly engage with content from CIWM and Circular. Their campaigns aimed to increase interaction, such as through demonstration bookings for new vehicles, as well as deliver broader brand awareness within the market.

Why CIWM?

As the leading professional body for the resource and waste management sector, CIWM offered an unparalleled opportunity to reach highly relevant and credible audiences.

The partnership has enabled the business to connect with stakeholders beyond the immediate customer base - engaging the wider waste industry and reaching decision-makers throughout the sector and beyond.

Approach & Activation

Over recent years, Dennis Eagle and Terberg Matec UK have taken part in a full range of CIWM opportunities, including:

- Advertising in Circular magazine (print and digital)
- Sponsored content and newsletters
- Webinars
- Event sponsorship and regional activations
- Digital takeovers with high-visibility banners

These activities align closely with their wider marketing strategy. And while the company has the advantage of being a market leader and can be selective in its channels, CIWM remains one of the few media platforms they consistently trust for industry outreach due to the organisation's credibility, extensive database and targeted reach.

While running the Circular ads, the team saw a **4% uplift** in visits to the Olympus landing page, which significantly outperformed similar activity on competitor platforms.

Results & Impact

Strong engagement

One of the standout successes was the recent launch of the Olympus Midi RCV. With support from CIWM's advertising platforms, the campaign generated strong engagement, including multiple demonstration requests and increased website traffic. In particular, the digital takeover format provided standout visibility and was instrumental in generating early interest. While running the Circular ads, the team saw a 4% uplift in visits to the Olympus landing page, which significantly outperformed similar activity on competitor platforms.

Building credibility

Beyond specific metrics, the partnership with CIWM has consistently delivered increased brand visibility, opened new conversations, and helped reinforce the company's credibility across the industry.

Strategic Collaboration

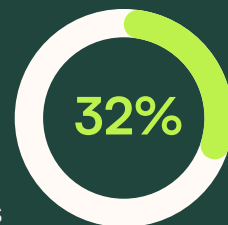
Their successes have been underpinned by the collaborative relationship with the CIWM team. Their industry expertise and strategic guidance has helped shape the campaign to reach the right audiences at the right time. Ginny Thacker, CIWM's Head of Commercial Partnerships, played a key role, offering tailored advice that ensured each activity was aligned to deliver maximum impact.

Ongoing Brand Value

The long-standing relationship with CIWM has proven highly valuable for Dennis Eagle and Terberg Matec UK, offering a trusted space to share business news, promote innovations, and maintain a strong presence in the resources and waste community. Being featured across CIWM's platforms has helped the organisations speak to both existing and prospective customers with authority and consistency.

Recent campaigns across CIWM's newsletter and online platforms have delivered measurable success:

Newsletters reached over **20,000** targeted professionals per send, with open rates regularly exceeding 6,000, equating to **28-32%** - well above industry benchmarks.



The newsletter takeover generated **211 clicks** on a top advert position - a clear sign of audience relevance and engagement.



Circular Online delivered

44,206 impressions and **35** clicks

for a single campaign in April, with additional traffic in May and June.

Not too big.
Not too small.
Just right...



...for big
payloads
on a small
footprint



**OLYMPUS
MIDI**
THE NEW MEMBER OF
THE OLYMPUS FAMILY
DENNIS EAGLE

Not too big.
Not too small.
Just right...



...for
adding
versatility to
your fleet



**OLYMPUS
MIDI**
THE NEW MEMBER OF
THE OLYMPUS FAMILY
DENNIS EAGLE

Not too big.
Not too small.
Just right...



...for
narrow
country
lanes



**OLYMPUS
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Not too big.
Not too small.
Just right...



...for
tight urban
streets



**OLYMPUS
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DENNIS EAGLE

80,000+

One edition of the newsletter was sent to over 80,000 recipients, demonstrating the platform's potential for exceptional reach.

Looking Ahead

Dennis Eagle and Terberg Matec UK are committed to continuing their collaboration with CIWM.

The alignment between the two organisations - shared values, audience focus, and industry credibility - makes the partnership a natural fit. With a strong foundation already in place, they look forward to continuing to explore new opportunities to engage the sector together.

Feedback

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"Dennis Eagle and Terberg Matec UK are a brilliant example of how the strategic use of CIWM's platforms can drive real impact, whether that's building brand visibility, generating leads, or reinforcing industry credibility. We're proud of the way we work with our partners - it's important to us that we tailor the activity to meet their unique business goals, and it's always rewarding to see those partnerships deliver results. For organisations looking to engage with audiences across the sector, CIWM offers a trusted and effective route to do that."

Ginny Thacker, Head of Commercial Partnerships

Want to find out more?

If you're interested in learning more about the marketing opportunities CIWM can offer to boost your business, we'd love to hear from you. Either [fill in our contact form](#) or [book a meeting with Ginny Thacker](#), Head of Commercial Partnerships.

"CIWM has been a long-standing partner for Dennis Eagle and Terberg Matec UK.

The team is second-to-none, delivering effective and friendly support. Their exceptional industry knowledge and extensive database are indispensable assets.

Our activations have successfully allowed us to amplify and reinforce our key messages amongst both customers and prospects to drive enquiries, while also sharing our business news with the wider waste industry. We've found our activities with CIWM and Circular invaluable over the years."

Lee Rowland, Sales & Marketing Manager