

MARKETS

AUTOMOTIVE

GOLD

Client
Mini
Agency
ehsrealtime
Agency team
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SILVER

Client
Volkswagen UK
Agency
Proximity London
Agency team
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Other companies involved
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(Database Bureau)
Vertis (Print and Mailing House)

BRONZE

Client
Volkswagen UK
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GOLD

As motoring design icons go, they don't come much bigger than the Mini. The launch of a new, revitalised Mini model needed to capture the marque's unique attitude, requiring a fresh approach to prospect generation.

A phased mailing campaign, called 'Getting MINier by the day', built anticipation for the relaunch and took prospects along the route to purchase. The tone of each communication was cheeky, lively and fun – a reflection of the car's historic image.

Response rates were all in the teens: invitation direct mail drew 16.6 per cent response while the test drive mailing recorded a 13 per cent response.

Judges particularly praised a mailing to prospects actually considering purchase. 'Coping without new mini: a post-test drive self-help guide' played on the desire associated with buying a car. As one judge remarked: "I haven't seen a car manufacturer follow up a test drive in a way that is so engaging and so likely to push people into the purchase cycle."

SILVER

Volkswagen UK has a contact strategy of keeping self-identified prospects warm to its brand throughout the three-year car buying cycle and monitoring proximity to their stated replacement date.

A short questionnaire, disguised as a birthday card, was mailed to prospects selected using a CHAID scoring model.

The mailing generated an average response rate of 26 per cent at a cost per response of £5.96.



BRONZE

A teaser mailing for the new Volkswagen Passat was sent a day before TV ads broke, followed by a launch mailing to customers, prospects and cold prospects. The best prospects were entered into a programme to maintain their interest, with their stated replacement date noted.

Response was 6.48 per cent, with the best performing prospect cell achieving 19.57 per cent.

