

BUSINESS TO BUSINESS (OTHER)

GOLD

In any walk of business life it is easy to assume that because something is important, it is also urgent. This became a crucial issue for Royal Mail, which found that postroom managers were assuming urgency on important documents and then opting for delivery via expensive courier services, to the exclusion of Royal Mail.

To promote a range of Royal Mail and Parcelforce Worldwide services, Royal Mail wanted to encourage postroom staff to differentiate between 'important' and 'urgent' documents.

It developed a toolkit to help postal staff do just that, containing stickies to help identify important and urgent packages, and the corresponding Royal Mail product.

Using Royal Mail's internal database, two segments – 'winback potentials' and 'high risk potentials' – were targeted for a mailing, while a Royal Mail magazine carried an insert directed at mailroom managers. Both communications invited respondents to request the toolkit.

Responses of 18.4 per cent for direct mail and 5.7 per cent for the insert dramatically exceeded Royal Mail's own targets and industry norms.



GOLD

Client

Royal Mail

Agency

OgilvyOne Worldwide

Agency team

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SILVER

Client

The Baulch Group

Agency

Connolly Advertising and Design Consultants

Agency team

John Connolly

Other companies involved

Wilmot-Budgen

(Packaging)



SILVER

To support the expansion of mailing house the Baulch Group, a personalised mailing campaign demonstrated knowledge of prospects and of the mailing and fulfilment processes.

A model postbox was sent to prospects and doubled as a sales demonstration product.

Sales were 163 per cent ahead of expected levels as a result of the campaign, with appointments 50 per cent above target.



BRONZE

To launch Loctite Liquid Threadlocker, Loctite Henkel sent 12,000 production engineers a pack containing a sample with an invitation to put the product through its paces – by shaking the locked bolt around in the box it was delivered in.

Telemarketing revealed that more than 70 per cent had carried out the task, while 280 asked for Loctite's World Design Handbook.

BRONZE

Client

Loctite Henkel

Agency

MWL

Agency team

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