

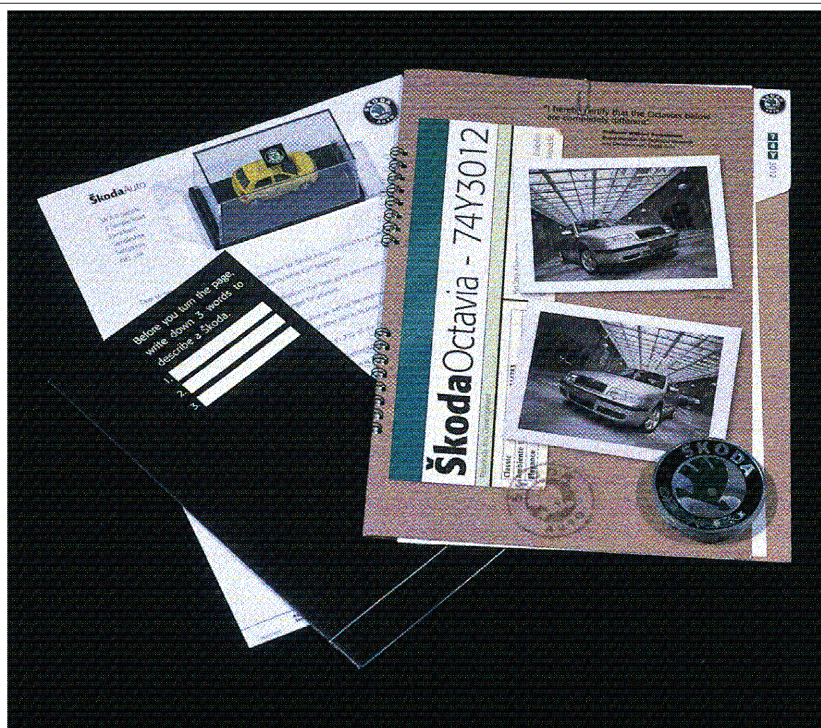
GOLD

Skoda faced a tough challenge in attempting to build its brand. Research carried out in 2000 indicated that 42 per cent of its target market was likely to reject the Skoda brand. The strategy was to tackle the negative perceptions head on with an integrated campaign of inserts and mail packs.

The judges particularly liked the boxed Skoda badge mailed to cold prospects, inviting them to sleep with it to overcome any discomfort with the brand. "A lovely concept," one judge noted. Another mailing piece sent to enquirers put paid to any cynicism about Skoda engineering by detailing the new Skoda Octavia's technical features.

"You'd rather be selling Land Rovers than Skodas," said the judges. "This campaign was obviously a real challenge and that's what exciting about it."

Follow-up research showed the proportion of Skoda rejectors had fallen to 32 per cent. Response rates have been well above norms: press 12 per cent, direct mail an increase of 100 per cent on previous Skoda mailings and inserts 1.2 per cent. Skoda is now the UK's fastest growing car manufacturer.



SILVER

The urban dwellers attracted to Land Rovers yearn for off-road adventure. The aim of the car marque's communications is to keep this dream alive and build loyalty. A relationship programme keeps data clean, identifies how drivers use their Land Rovers and involves them in Land Rover-related activities. The result, says Land Rover, is one of the highest repurchase rates in the car industry.

BRONZE

A TV, radio and press campaign pushed the idea that when it comes to job seeking, we should only be listening to online recruitment site Monster.co.uk. Ads depicted people's inappropriate actions and warned 'Beware of the voices'. Independent research showed that the campaign achieved 87 per cent brand recognition among its target audience of 18-to-14 year olds.

GOLD

Client
Skoda
Agency
archibald ingall stretton
Agency team
Stuart Archibald
Steve Stretton
Matt Morley-Brown
Matthew North
Melodie Vickers

SILVER

Client
Land Rover UK
Agency
Craik Jones Watson
Mitchell Voelkel
Agency team
Pamela Craik
Chris Jones
Rebecca Rae
Leigh Roberts
Other companies involved
Redwood Publishing
(Publishers)

BRONZE

Client
monster.co.uk
Agency
Saatchi & Saatchi
Agency team
Nik Studzinski
Gavin Kellett
Anne O'Brien
Richard Canterbury
Craig Mawdsley

