

MEDIA

BUSINESS DIRECT MAIL (HIGH VOLUME)

GOLD

Client
Curtis Fine Papers
Agency
Oneagency
Agency team
Dave Mullen
Liz Holt
Bally Pabla
Rebecca Wood
Bob Lovie
Other companies involved
The Picture House

SILVER

Client
GoTo
Agency
Harrison Troughton
Wunderman
Agency team
Gary McNulty
Jenifer Probert
Martin Troughton
Joanne Thomson
Steve Harrison

BRONZE

Client
Britannic Retirement
Solutions
Agency
Harrison Troughton
Wunderman
Agency team
Stephen Timms
Anthony Cliff
Malcolm Smith
Niamh Comerford
Jenny Poulter



SILVER

Marketing industry internet search engine GoTo sent personalised, digitally-printed packs to marketers naming their agencies and telling them about the site. This was followed three days later by a similar pack sent to agencies naming their clients, and their rivals for the business.

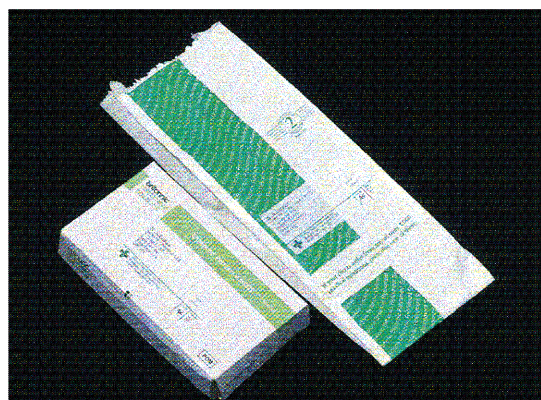
Expected response was exceeded when more than 1,500 advertisers had signed up by the end of 2000 and double this by July 2001.



BRONZE

To promote a new illness annuity product to Independent Financial Advisers (IFAs), Britannic Retirement Solutions designed a mailing to resemble medication packaging.

Quotations rose 33 per cent on the previous month, while their value rose by 63 per cent. Britannic has also been able to segment its IFA database according to quote value.



GOLD

The fine paper industry is burdened with the rocketing cost of pulp on the one hand and declining demand on the other. Under such challenging market conditions Curtis Fine Papers chose Oneagency to pitch a new uncoated paper to designers.

Inspired by the paper mill's heritage as a former distillery, the copy, texture and range of colours used shows the whisky influence. The dark textured 'Islay' paper actually contains real mash from a distillery. In a heavily subscribed category, judges thought the mailing was "clever and tactile, with tremendous attention to detail."

The brochure was sent to 2,000 designers, which in turn drove hits on to the Curtis Malts microsite. Key designers were invited to launches where they were received samples of the paper. Telesales calls were then made as a follow-up.

The mailing generated 1,800 successful server requests on the Curtis Malts website, and a 65.2 per cent response to launch invitations. Thirty tonnes of the paper have been sold to date.