

BUSINESS DIRECT MAIL (LOW VOLUME)

SILVER

Top media planners were a key element in persuading clients to use GoTo, an internet search engine aimed at marketers. Normally a cynical bunch, planners love appearing in advertising's bible, *Campaign* magazine. To get the message under the planners' radar, 35 copies of *Campaign* were bought at 6am on the day of publication.

Personalised double-page ads for GoTo were inserted and biked to each agency. Of the 26 agencies targeted, 17 have now signed up at least one of their clients.



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Client
GoTo
Agency
Harrison Troughton
Wunderman
Agency team
James Pearson
Jenifer Probert
Martin Troughton
Joanne Thomson
Steve Harrison

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Client
Parceline
Agency
KHWS
Agency team
Nick Hawkes
Mark Skelton
Laura Cameron

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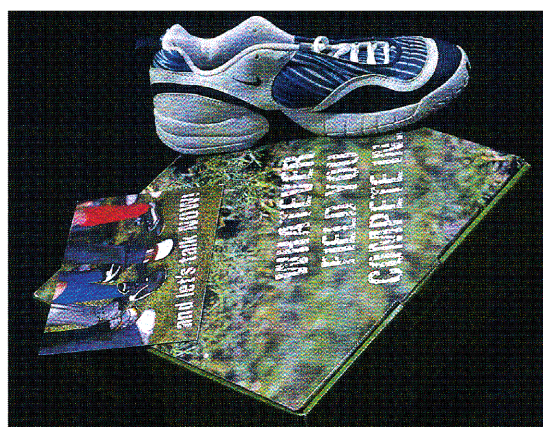
Parceline wanted to gain sales appointments with parcel distribution managers to discuss its road-based European delivery service.

Managers in 167 prospect companies were sent a parcel through its network to demonstrate the service. The personalised mailer featured timed Polaroids depicting the care given to each parcel and a stopwatch to highlight the service's efficiency. Almost 90 per cent of those mailed gave a positive response to follow-up calls, and £1.2m in new revenue is expected.



BRONZE

Client
talkSPORT
Agency
SMP
Agency team
Simon Mahoney
Kate Balaam
Robin Day
Michaela Baker



BRONZE

Commercial sports station talkSPORT ascertained the shoe size and favourite sport of 150 potential advertisers and delivered a single sports shoe to them. The box invited the recipient to meet a sales rep and receive the other shoe.

Presentations were secured with 15 potential advertisers, 14 of which went on to advertise.