

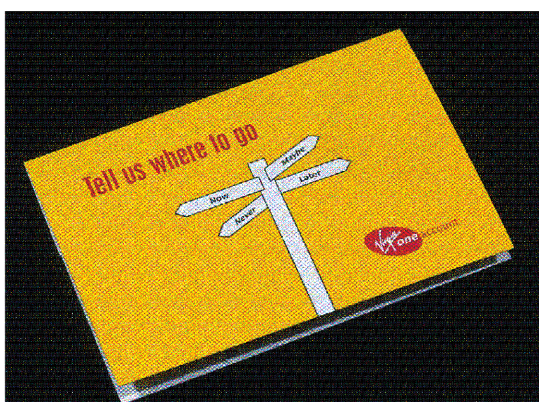
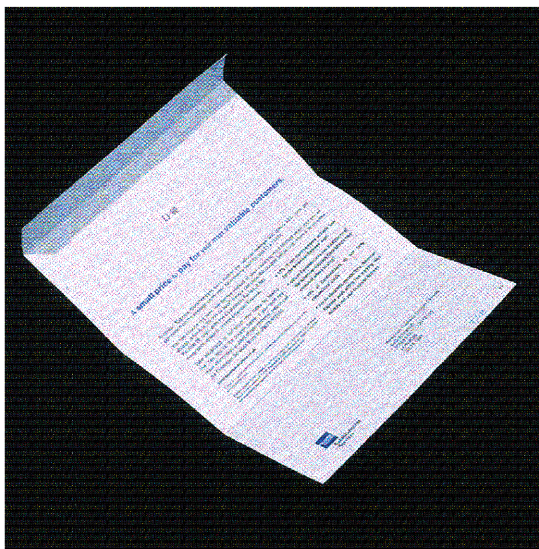
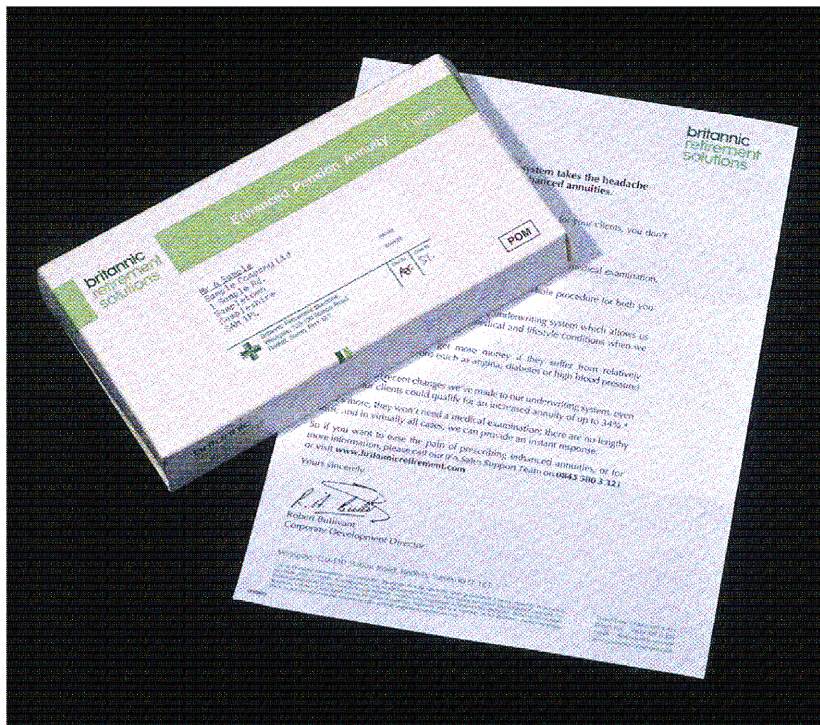
GOLD

Britannic Retirement Solutions had two challenges to overcome when it launched its new annuity product to independent financial advisers (IFAs).

It had to gain enthusiasm for its Enhanced Pensions Annuity, which offered a better deal for retired people who suffer from any of 1,000 disabilities or illnesses. Another issue was the volume of direct mail IFAs tend to receive. Just how could Britannic Retirement Solutions get those IFA's pulses racing?

The solution was a mailing that played upon an ailment and treatment theme. IFAs were sent a 'chemist's pack', a perfect replica of a medication package one might receive at the local chemist. The brochure was a pastiche of the instructions that would accompany a chemist's prescription, with the analogy carried through into the copy. One section is headed: 'Are there any side effects?'

Judges loved the mailing's fine detail and its impressive results. Quotations were up 33 per cent, while their value rose by 63 per cent compared with the same period the previous month.



SILVER

All businesses accepting the American Express card have to pay a similar monthly rate to Amex for each transaction. A flat fee payment option for small businesses was devised and mailed to 100,000 small merchants in the UK, Spain, France and Germany. The letter explained the programme and included a return reply card. The target response was 2.5 per cent, but the mailing achieved an average of 4.4 per cent across all four markets.

BRONZE

Virgin One mailed a 10,000 cell of its 200,000 enquirer database to find why they might not take up its flexible mortgage. Prospects were invited to return one of five barcoded postcards bearing responses such as "I'm worried about redemption penalties". The 15.2 per cent response, against four per cent expected, represented a potential £140 million in business.

GOLD

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SILVER

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