

GOLD

In the FMCG environment it is a common enough tactic to promote a product through door-drop sampling. But what chance does a sampling exercise stand that doesn't actually deliver the sample?

This was the kernel of a campaign by Associated Co-op Creameries and its agency to reverse the declining milk-delivery market. Supermarkets had cornered this sector with their ability to sell discounted fresh milk. ACC wanted to remind consumers of the convenience of delivered milk to boost uptake of its service.

In a simple but ingenious variant of door-to-door sampling, the ACC uses its own milkmen to leave notes in empty milk bottles for prospect households on their existing rounds. The prospects can fill in and return the note to the milkman to receive a free bottle of milk and sign up for the ACC's milk delivery service.

The campaign is now a staple in ACC's acquisition of new customers. It records a 26 per cent increase on rounds that employ the door drop and a cost per response of less than 49p per new customer.

The judges praised the campaign's ability to recreate a door step experience in a highly relevant and appealing way. "You wonder how many people wouldn't have taken out the note and read it," said one.



SILVER

Lever Faberge knew that one of Persil's most loyal segments, 'Modern Grandmas', was becoming alienated by recent brand advertising.

A mailing was sent to 400,000 grandmas on its database asking for their laundry tips, which were collected in a booklet. A follow-up Christmas card continued the tips theme.

Almost 8,000 tips were sent in – a response rate of 2 per cent. Just under 24 per cent redeemed a 50p Persil coupon.



BRONZE

Pedigree Masterfoods embarked on a relationship programme for its Whiskas brand through a TV and press campaign offering a free Whiskas Kitten Care Pack, product samples and coupons to all kitten owners. The campaign recruited 35 per cent of the UK kitten-owning population – 10 per cent above target. Coupon response was between 20 and 30 per cent.

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