

MARKETS

LEISURE/TRAVEL

GOLD

Client
Thomas Cook
Agency
Carlson Marketing Group
Agency team
Chris Martin
Tim Lines
Carolyn Williams
James Griffiths

SILVER

Client
The Gleneagles Hotel
Agency
WWAV Rapp Collins
Scotland
Agency team
Trevor Pake
Grant McLean
Paul Readman
Tracey Gray
Judith Friel

BRONZE

Client
Holiday Autos
Agency
Davies Little Cowley Fiddes
Agency team
Denise Crane
Katherine Harvey
Mark Fiddes
Gareth John
David Hepple



GOLD

Thomas Cook had utter confidence in its ski holiday product, Thomas Cook Ski Direct, and its dedicated team of ski-obsessed holiday bookers. It did, however, want to raise awareness of the brand and position Thomas Cook as the UK's most passionate skiing specialist.

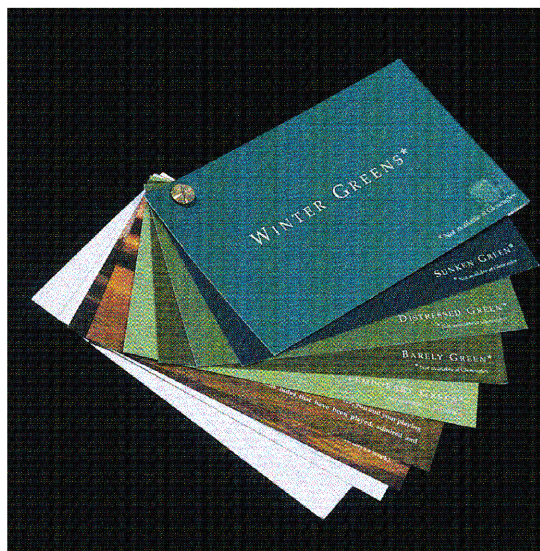
But how do you gain stand out in the crowded, me-too market of skiing holiday providers without resorting to pictures of snowflakes, mountains and bobble hats? The answer: add a little bit of consumer insight.

Thomas Cook knows skiers are fanatical about skiing. So, in a mailing to 14,000 existing customers and a prospect list of 3,000, copy engagingly milked the skier's vernacular. It also came up with daft suggestions to get over the anticipation of hitting the pistes, like sticking one's head in the fridge. "Fresh and new," was the judges' verdict.

Judges rated the ski mailing "a clear winner". Of the 17,000 mailed, more than 3.5 per cent of ski nuts booked, compared with the 0.7 per cent expected. Overall the campaign generated revenues of £883,000, a return on investment of 29:1.

SILVER

Gleneagles Hotel offers golf courses with greens kept in pristine 'summer' condition all year round. A mailing carried the message to prospects that 'At Gleneagles we don't have Winter Greens'. Reminiscent of a colour swatch book, it opened to reveal such unsavoury shades as Sunken Green and Distressed Green, contrasted with beautiful shots of the hotel. The campaign delivered 1,100 enquiries, at a conversion rate of 29 per cent.



BRONZE

As part of a drive to develop direct sales to consumers, press and radio ads positioned Holiday Autos as the consumer's champion with the best prices and package. Meanwhile monthly promotions via trade press and direct mail reassured travel agents of the company's support. The campaign has grown business year-on-year by over 30 per cent, well above target.

