

GOLD

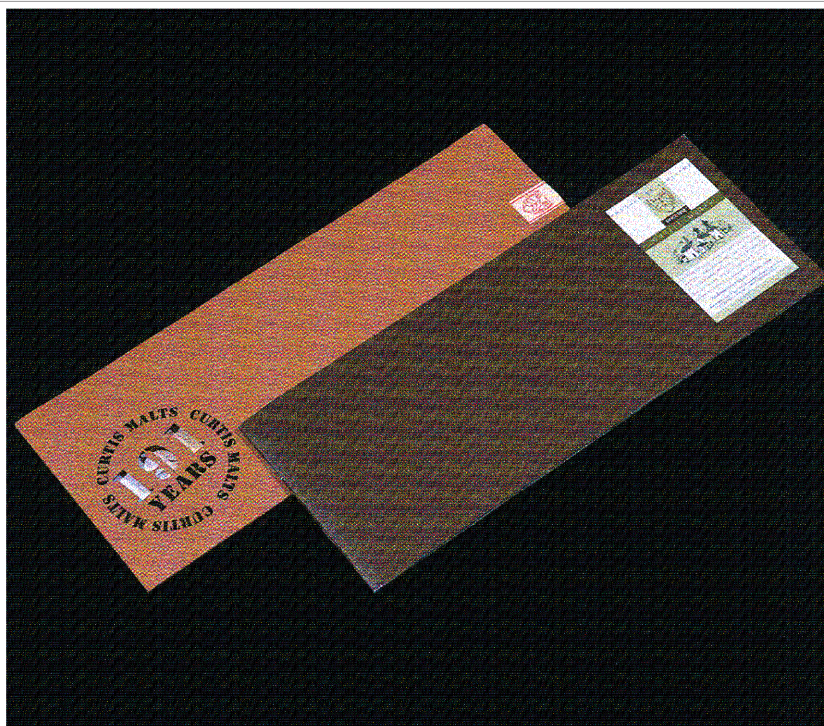
A new uncoated paper had to be launched to a most discerning audience: designers. Adding to the challenge was the fact that the client, Curtis Fine Papers, was small and lacked the large marketing budgets of its competitors. The solution would have to be both cost-effective and creative.

A mailing, 'Curtis Malts', linked the paper mill's heritage as a former distillery with a contemporary image of Scotland.

Key designers and paper merchants were targeted, driving hits to a Curtis Malts microsite. Designers were invited to atmospheric launch events held by London and Scotland's Malt Whisky Societies, where they received gift bags with samples of paper and whisky. Tactical press and PR followed, plus telemarketing targeting key companies.

All personal data is captured and added to the Curtis Exchange Loyalty Programme, which rewards members for ordering paper and requesting paper dummies.

Mailed to 2,000 designers, the brochure generated 1,800 successful server requests on the Curtis website and a 65.2 per cent response to launch invitations.



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

The Kellogg Company of Great Britain

Agency

Leonardo London

Agency team

Judith Ball

Steve Williams

Guy Bowden

Matt Bryson

Annie Bird

Other companies involved

Leo Burnett (Brand Advertising)

Cake (PR Agency)

Mindshare/m digital (Media Agency)

SILVER

A digital media campaign created awareness prior to the launch of Kellogg's new fruit-based snack, Real Fruit Winders. To reach the product's target market of 10-to-12 year olds, an 'underground' web language, Chewchat, was invented. Free stickers, merchandising and postcards directed kids to the Chewchat website. The activity created such demand that the ad campaign was delayed to allow production to gear up.

BRONZE

Client

First Direct

Agency

Oneagency

Agency team

Dave Mullen

Rebecca Wood

Lizzie Chrystall

Sheila Gallagher

Joshua Hatton

Other companies involved

Alex Telfer

(Photographer)

BRONZE

Before launching its all-in-one Smartmortgage account, First Direct had to overcome consumer reluctance to amalgamate their finances. The first mailing in a three-stage push emphasised the cost benefits. Respondents were then sent a conversion pack followed by a welcome pack. The bank expects its mortgage business to increase by 1000 per cent, at a cost per response of £2.