

MARKETS

AUTOMOTIVE

GOLD

Client

Volkswagen UK

Agency

Proximity London

Agency team

Catherine Woolfe (client)

Chris Rambridge

Paul Faulds

Michelle Taylor

Tony Parsons

Barry Hunter

Other companies involved

The Sourcing Team

(bespoke ice tray manufacturer)

SILVER

Client

Volkswagen UK

Agency

Proximity London

Agency team

Catherine Woolfe (client)

Michelle Taylor

Heidi Cartledge

Warren Moore

Paul Iaquaniello

Andy Hepburn

Jake Holmes

BRONZE

Client

Land Rover

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Leigh Roberts

Rebecca Rae

Jon Voelkel

Hugo Firth

Miranda Goodenough



SILVER

The launch of the new Polo sought to build on the brand's reputation for strength. The underlying proposition was, "Because the new Polo is so strong, I feel I can take on the earth".

The multi-stage programme included a teaser, the launch mailing, 1.4 million inserts, ambient teasers, fulfilment packs and follow-up telephone calls. More than 12,500 responses were received.

BRONZE

Land Rover's Freelander leads the compact 4x4 sector, but needs to grow the market by appealing to people who have never considered a 4x4.

The solution was a mail pack dubbed the Escape Kit. It generated a 300 per cent increase in response rates over the previous campaign. Almost 3,500 leads were added to the database, of which 1,900 were passed on to dealers for extended test drives.



GOLD

In order to maintain sales levels of the old Polo before its replacement with a new model, Volkswagen introduced a special edition version, Polo Match, with air conditioning as standard.

But how to dramatise this feature? Proximity devised a mailing which included an ice tray able to produce Polo-shaped ice cubes. This, the judges recognised, was the hero of the piece.

"People wouldn't throw the tray away," they added. "They might give it to their kids, or serve up the Polo ice cubes at a dinner party for a laugh. And weeks later, they would still remember the ice cubes."

Customers who had owned a Polo for two to five years were the priority target, followed by prospects who had indicated that they planned to buy a new car within six months. Cold lists were also used to reach men over 45 (a strong segment and point of difference for VW in the small car market), and households where the main car is a robust, quality marque such as Audi, Volvo or Saab.

The results were "compelling", said the judges. Nearly 12,000 responses were generated, an overall rate of 6.17 per cent against a target of 4 per cent. All the tactical Polo Match models sold, and the Polo range as a whole exceeded its 2001 target.