

BUSINESS TO BUSINESS (OTHER)

GOLD

It's a well-known fact among creatives that Soho is the centre of the universe. So who would dare be rude about it, and suggest, for instance, that it might be over-priced, tacky, and choked with traffic? A production house based in Camden, that's who.

The campaign was called 'Soho Sucks', and the message, to users of TV production facilities, was 'Don't Get Screwed in Soho'.

MTV Broadcast Services used the trade press to promote its Camden facility, with three studios, five editing suites, transmission equipment and library, all under one roof.

The company wanted to challenge people's preconceptions of MTC, and to recognise that there was an alternative to the established Soho suppliers. Location was the key argument. Camden is easy to reach and parking is fairly easy.

The campaign produced 85 leads, resulting in eight new projects worth more than £600,000. MTV studios were fully booked for eight months.

The tongue-in-cheek approach would appeal to the target audience, according to the judges: "It's just a very clever idea to make Soho seem less attractive."



GOLD

Client

MTV Broadcast Services

Agency

Spirit IC

Agency team

Mike Berry

Mark Blaylock

Charlie Monaghan

Gary McCreadle

SILVER

Client

Sanofi-Synthelabo

Agency

Immaculate Conceptions

Agency team

Phil Staff

Evelyn Cagney

BRONZE

Client

Leonardo

Agency

Leonardo

Agency team

Stuart Button

Wesley Hawes

Matt Bryson

Tom Philips

Alexandra Syvret

Other companies involved

Scan Mobile (mobile communication)

SILVER

Stilnoct, a product nearing the end of its patent protection, is an hypnotic drug to treat insomnia. To promote loyalty and maintain sales, a campaign was based on the idea of finding a job for Baartholomewe Ramsbottom, redundant due to a reduced need to count sheep. The response rate was 22 per cent, and sales rose 30 per cent in the first month.

BRONZE

Agencies reveal a lot about their creativity skills in their Christmas cards. Leonardo supplied clients, actual and potential, with a personal tattoo, so that strangers could help them home after the Christmas party. More support, such as baggage tags, was available online.

The mailing generated an 80 per cent boost in visitors to the Leonardo web site, and in one week its credentials were downloaded 48 times.