

MARKETS

BUSINESS TO CONSUMER (OTHER)

GOLD

Client

Crosby Homes
(Lancashire)

Agency

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SILVER

Client

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BRONZE

Client

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SILVER

The reputation of its skilled mechanics was exploited when the AA launched Buyacar, its online and telephone service selling 'nearly new' and second-hand cars. Press ads, banners, e-mails, direct mail, radio and cross-track posters used variations on a common theme: was it wiser to buy from a stranger or the man from the AA?

The web site attracted over 400,000 visitors in the first four months.



BRONZE

Conventional money-off paper vouchers have worked well to boost sales for the *News of the World* in the past. This was a test to see if online vouchers would work.

What the paper calls 'an eye-popping video sequence' helped spread a viral e-mail. Out of 90,000 e-mails sent, 4,071 people clicked through to the microsite, and 969 vouchers were requested.



GOLD

House builders need to see money coming in quickly when they announce a new development.

The usual solution, a sales office and show home to pull in potential buyers, was prohibited in the case of an exclusive, highly priced Lancashire development because the site was next to a protected historic abbey.

In what is believed to be a first for the industry, it was decided to use direct mail to promote the development ahead of its official launch. The profiles of 400 previous enquirers were taken to develop a mailing list of 4,400 prospects in the region, who were then invited to an exclusive 'off-site preview'.

At the heart of the creative concept was a tin box 'time capsule' to increase excitement and provide a link with the historic nature of the site.

"You could see that it was going to be a wonderful development," the judges noted. "This was an absolutely classic solution to a strategic problem."

Sixty prospects attended the preview presentation. Six paid a reservation fee on the night, and four more followed during the next week. As a result, the campaign led directly to 10 of the 17 homes being sold before the first stone had been laid.