

### GOLD

Gordon's is the market-leading gin brand, but sales declined seriously during the 90s because of the growth in wine consumption and the emergence of cheaper own-label gins.

A regular programme of witty letters from master distiller Hugh Williams targeted known high-value gin drinkers. The mailings gently chided recipients, suggesting they should be ashamed for buying less than the best.

The communication was on several levels. The mailing list was kept informed of developments such as new packaging. Fresh ways of serving gin when entertaining were also provided.

Coupons were used sparingly because the aim was to develop an emotional bond and to earn loyalty, not buy it. Evidence that the programme is working is seen in the shoals of thank-you letters and Christmas cards received from consumers.

Detailed results remain confidential, but the brand has seen significant sales increases among recipients versus a control group. Response rates have grown, demonstrating increasing consumer involvement. Brand health measures have also shown steady improvement over time.

"Great," said the judges. "Each pack is incredibly hard working. The whole thing hangs together and the craftwork of copywriting, art direction and strategic thinking, layer upon layer, is impressive."



### SILVER

The generic campaign for the Automobile Association, 'Just AAsk' was launched for an important reason. It replaced 'The Fourth Emergency Service' – a well-loved theme, but one that pigeon-holed the organisation as a rescue operation.

The campaign directly generates 280,000 to 300,000 calls a month. The average consumer can now name eight or nine products available from the AA.

### BRONZE

Pedigree reckons the key to success in petfood marketing is to establish the brand as an essential part of the dog's diet when it is a puppy. A substantial pack has been developed for new puppy owners, covering areas from health and hygiene to training and playtime. This is followed up with a second pack when the puppy is six months old, and a third as it approaches adulthood.

### GOLD

*Client*

Diageo Great Britain

*Agency*

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Mitchell Voelkel

*Agency team*

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David Brown

Rebecca Rae

Leigh Roberts

Caroline Parkes

### SILVER

*Client*

Automobile Association

*Agency*

M&C Saatchi

*Agency team*

Nick Hurrell

Richard Storey

Simon Dicketts

Jeremy Hemmings

Jane O'Keeffe

*Other companies involved*

EHS Brann (agency)

Rapier (agency)

### BRONZE

*Client*

Pedigree Masterfoods

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