

### GOLD

The long-established brand of M&G has suffered in recent years. Research established three key points, however. Its target audience is over 45. These people see the company as "trusted", "reliable" and "durable". Yet even the most experienced investors among them are confused by what has been happening in the markets.

These insights gave the inspiration for M&G's direct response press and poster campaign, launched in time for this year's ISA season.

Shunning the big numbers and emphasis on past performance favoured by rivals, the ads set out to explain in detail what was happening in the financial markets, and how investors might respond. Illustrations, such as pictures of Percy Thrower and the hippo from Reginald Perrin, were chosen to appeal to the target audience.

"In a category that is usually unbelievably dull, this was copy you really wanted to read," the judges noted. "The client recognised that the only way to sell investment in the current climate is to tell the truth. And, given that climate, the results were phenomenal."

M&G cut its media spend by 35 per cent, but response rates rose by 30 per cent. By the end of April, M&G's share of the ISA market was up by 24 per cent on 2001.



### GOLD

*Client*

**M&G Investments**

*Agency*

**Harrison Troughton**

**Wunderman**

*Agency team*

**Stephen Timms**

**Anthony Cliff**

**Steve Harrison**

**Emma Orriss**

**Donna Brown**

*Other companies involved*

**Ian Saunders (illustration)**

**Kevan Ansell**

*(typography)*

**Fresh (production studio)**

**ZED Media (media planning)**

### SILVER

*Client*

**American Express**

*Agency*

**OgilvyOne Worldwide**

*Agency team*

**Jo Palmiero**

**Kristin Bengtsson**

**Rae Stones**

**Fiona Sanday**

**Rick Sear**

### BRONZE

*Client*

**Witan Jump**

*Agency*

**CCHM**

*Agency team*

**James Ellis**

**Chris Wardle**

**Simon Antenen**

**Judith Vosper**

**Amelie Duggan**

*Other companies involved*

**The Coltman Media**

**Company (media)**

### SILVER

The Pink Ribbon breast cancer charity benefited when Amex used a cause-related incentive for the first time to increase card usage. The campaign was targeted at active cardholders with low or zero spend in named retail outlets. Each time they used their cards in those outlets in October 2001, Amex donated 10p to the charity. The target of a 10 per cent category uplift was exceeded.

### BRONZE

Jump is an investment scheme which encourages adults to make long-term savings for children.

As well as using the financial sections of national newspapers, the company took colour ads in magazines such as *Choice*, and financial monthlies, written from the child's perspective.

Total responses of 13,200 exceeded predictions by 48 per cent. The average investment, at £1,258, was also higher than in the previous year.