

### GOLD

Persil's bid to enrol pre-school children to create Big Mummy, the world's largest picture mosaic, had multiple objectives. It aimed to reinforce the brand's family credentials (particularly in the context of cleaning clothes), drive sales, and gather data.

In addition, however, it provided a launch pad for the brand's major schools initiative, Get Creative. Research has confirmed the desire of many parents to encourage their children's creativity.

Time constraints ruled out on-pack support, so the campaign was promoted through direct response ads in women's and playgroup magazines, and radio. Responses were handled through a call centre, and the mail was used to distribute fulfilment packs. Promotional packs were sent to 11,000 playgroup leaders. Public relations and in-store promotion were also involved.

All participants received a certificate from Guinness World Records. Of the total of 15,665 pictures submitted – twice the target number – 14,755 were from parents or playgroups not previously on the company's database.

"So much marketing to kids is bad," said the judges. "This appealed to kids and to their parents. There was a consistent theme all the way through. As a project, it combined relationship marketing and database building. It was terrific."



### SILVER

A mailshot to boost sales of Campbell's Condensed Soup set out to show that it is so versatile, you can eat it with chopsticks. This tied in with the brand's above-the-line ads.

Data from Dunnhumby suggests the campaign led to a 2.5 per cent increase in market share. The mailing had a 10 per cent response rate, and provided 80,000 new customer names.

### BRONZE

A campaign to 'Save our Takeaways', featuring Geoff Capes, was in fact the launch phase for SnackStop, a Pot Noodle alternative.

Phase two encouraged consumers to try SnackStop, but with the warning 'Don't Tell Geoff'. It included insertions in 800,000 student welcome packs, doordrops at campuses, and a web site that attracted over 250,000 hits. Brand awareness in the target audience rose from nil to 21 per cent.

### GOLD

*Client*

**Lever Fabergé**

*Agency*

**Creative Partnership Marketing**

*Agency team*

**Emmanuelle Cadji**

**Celine Hopkins**

**Mark Blanchard**

**Mark Greenwood**

*Other companies involved*

**The Red Consultancy (PR)**

**Modem Media (online promotions)**

**Zentropy Partners**

**(online media buying)**

**Initiative Media (offline media buying)**

**Proximity London**

**(additional supporting direct mail)**

**J. Walter Thompson**

**(above-the-line creative)**

### SILVER

*Client*

**Campbell Grocery**

*Products*

*Agency*

**Proximity London**

*Agency team*

**Reuben Turner**

**Sarah Morris**

**Ian Thomas**

**Kathryn Scanlan**

### BRONZE

*Client*

**Crosse & Blackwell**

*Agency*

**KLP Euro RSCG**

*Agency team*

**Stephen Mooney**

**Jamie Putnam**

**Phil McVicar**

**Rachel Sainsbury**

**Rob Ellingham**