

GOLD

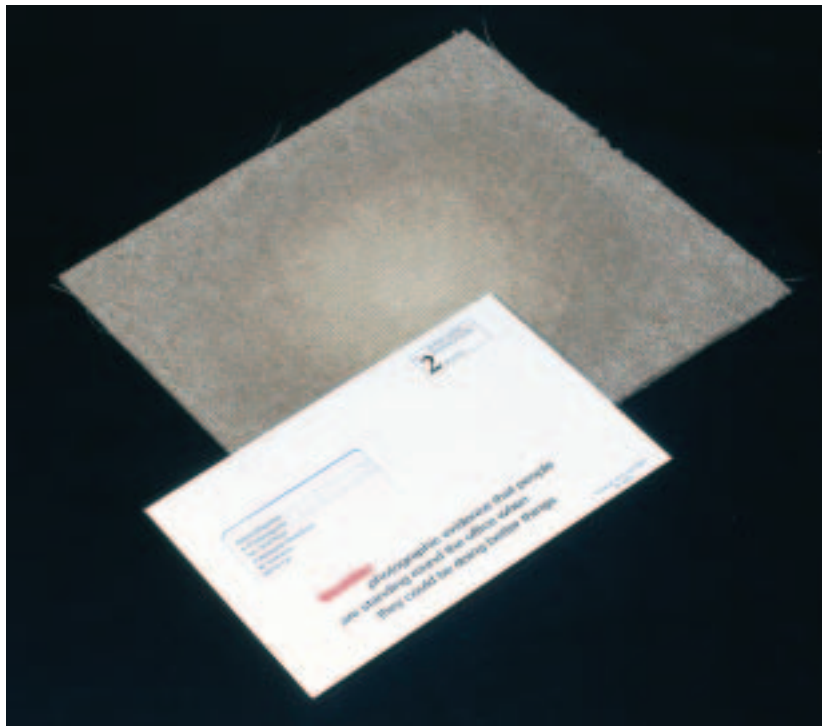
Despite all the talk about the growth of international direct marketing, this category attracted relatively few entries.

According to the judges, the winner was the one clearly outstanding piece. The agency, they said, had taken a simple idea that could be appreciated anywhere – that photocopiers have a habit of breaking down, with the result that staff spend hours standing beside them, cursing.

To dramatise this, a worn carpet tile – a familiar sight beside many office copiers – was sent to high-value customers. A Polaroid photograph of a worn tile beside an old printer went to lower value prospects.

The pack was created to promote the Xerox WorkCentre Pro 416, a digital copier/printer 'that looks after itself'. It was mailed to nearly 61,000 IT managers in small- to medium-sized companies across eight European markets – companies that were known to have less reliable analogue machines.

The results were "exceptional", said the judges. The mailings generated a 12 per cent response rate. Sales worth \$4.63m resulted from a campaign that cost \$436,000, a return on investment of almost 11:1. The cost per lead was \$60 for a machine that cost \$4,400.



SILVER

The Ardbeg Committee is a relationship marketing programme set up to promote Ardbeg single malt whisky from Islay, revived after Glenmorangie acquired the distillery. It has its own web site for 'committee members' worldwide, who receive quarterly 'minutes'.

Sales of the whisky in its second year were double the target, and the number of committee members, at 13,000, is already 30 per cent above the year three target.

BRONZE

Yorkshire Forward is a regional development agency. The message of 'clear advantages' in choosing Yorkshire as a base for expansion was echoed in the choice of a clear material for the pack.

The pack included a CD-ROM, featuring interviews with industry figures. It was mailed to 8,000 targets in Germany, France and Italy, and produced 60 positive leads.

GOLD

Client
Xerox
Agency
Harrison Troughton
Wunderman
Agency team
Kerry Bell
Sarah Buller
Steve Harrison
Gideon Maier
Donna Brown

SILVER

Client
Glenmorangie
Agency
Story
Agency team
Dave Mullen
Rebecca Wood
Olivia Jones
Sheila Gallagher
Sara Nicol
Other companies involved
David Boni
(photographer)

BRONZE

Client
Yorkshire Forward
Agency
Poulter Partners
Agency team
John Dean
Chris Hurcombe
Andy Turner
Richard Caddy
Phil Curry