

SILVER

IT managers get more than their share of irrelevant mail. IBM dramatised this problem with a high-impact mailing built around a questionnaire.

Recipients were asked about their key areas of interest, with a promise that IBM would send them information about how it could help.

Previous research had established a list of issues that were at the top of IT managers' minds, including integration, quality of service, networking, wireless, and knowledge management. Bounceback mailings were ready, depending upon the responses of each recipient.

The aim was to improve the company's direct marketing by increasing customers' respect for the brand and, ultimately, achieving a better return on investment. Previous activity had generated a 1 per cent response rate. This achieved 6 per cent, at a cost per lead of £23.72.



BRONZE

Telewest targeted almost half a million of its existing customers with a campaign to encourage take-up of its broadband internet service.

Existing information meant that it was possible to segment the database according to existing product usage – for instance, there were segments for known internet users, and homes with more than one telephone line. This knowledge was used in tandem with the company's data model, which identifies propensity to use the internet.

Each group then received a pack highlighting their existing behaviour, and showing how much an upgrade to broadband would cost. In some cases, this was as little as £3 a month.

The mailing produced an average response rate of 4.1 per cent, with one cell hitting 13.6 per cent. A quarter of respondents subsequently converted to the service.

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BRONZE

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