

GOLD

Client

Vodafone

Agency

Harrison Troughton

Wunderman

Agency team

Richard Johnson

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Vidhu Kapur

Janet Campbell

SILVER

Client

Virgin Mobile

Agency

Liquid Communications

Agency team

Olly Raeburn

Nick Pearce

Anna Pearson

Micky Stemmer

Other companies involved

Purple Creative

(creative)

BRONZE

Client

BT Openworld

Agency

Proximity London

Agency team

Phil Holbrook

Liam Donnelly

Frank Oldfield

Alastair Ames

Andrew Boatman



SILVER

Small businesses can be profitable clients for mobile phone networks, but research showed that knowledge of the Virgin mobile phone offering in this sector was low.

A mailing emphasised the group's own heritage and its understanding of small businesses. It offered business advice and a special offer.

Brand awareness rose significantly. Of all respondents, 28 per cent converted to Virgin.

BRONZE

Creative services are potential users of BT's broadband service. Research showed that one thing common to the sector is tight deadlines.

The mailing showed its understanding of the target audience by offering a short-term and a long-term solution. The short-term answer was a swear box, the long-term one a broadband subscription. In all, 17 per cent of recipients responded.



GOLD

If there's one piece of mail that everyone is happy to receive, it's their pay envelope. Seeking to reactivate Vodafone Pay As You Talk customers who had not used their mobiles for between two and nine months, the agency devised a convincing pastiche of the monthly payslip.

This tied in perfectly with the message, which was that the company was offering to pay them. In other words, Vodafone was offering an incentive: whatever these customers spent on topping up their phones, the company would match with call credits.

Despite the fact that some of the target audience had undoubtedly migrated to rival networks, the mailing attracted a 15 per cent response rate. Among those reactivated, 59 per cent 'topped up' to the tune of £15 or more, when previously they had spent an average of £10. In the first month, more than a fifth made a repeat purchase.

The modest pack cost just 50p, yet the campaign yielded over £2.3m in additional revenue.

"This was a simple concept, well executed," said the judges. "There is no doubt it stood out as worthy of a gold, but the silver and the bronze in this category were also very strong."