

### GOLD

*Client*

**ATOC**

*Agency*

**Craik Jones Watson**

**Mitchell Voelkel**

*Agency team*

**Jon Fitzgerald**

**Chris Lonie**

**Andy Maxwell**

**Caroline Parkes**

**Emily Shepherd**

*Other companies involved*

**Unique Digital (digital**

**direct response agency)**

### SILVER

*Client*

**Go Fly**

*Agency*

**The Drayton Bird**

**Partnership**

*Agency team*

**Andrew Boddington**

**Chris Price**

**Ken Walker**

**Annie Corbett**

### BRONZE

*Client*

**Thomas Cook**

*Agency*

**Carlson Marketing**

**Group**

*Agency team*

**Chris Martin**

**Tim Lines**

**Carolyn Williams**

**Christine McGill**



### SILVER

As a new generation, low-cost airline, Go was aware of the effectiveness of e-marketing. It was 'old fashioned' direct mail that had to prove its value.

The 'Go Snow' programme came with the offer of two flights for the price of one, positioned as a 'thank you' to existing ski customers. It required a 0.3 per cent response to break even, and achieved 18 per cent. Return on investment: 4881 per cent.

### BRONZE

Earlier campaigns based on humour and empathy for the skier have helped position Thomas Cook as the expert ski travel agency. The latest manifestation of this approach was based on a parody of Alex Comfort's *The Joy of Sex*.

Despite being mailed just a few days before September 11, the pack generated almost £350,000 in incremental sales, for a spend of £23,000.



### GOLD

In promoting travel, the easy solution is to talk about the wonderful destinations available. This year's Grand Prix winner turns that idea on its head. The key message, exploited across a wide range of media, is that it's uncool to stay where you are, stuck in a rut. In short: "Don't be a local".

The brief was from the Association of Train Operating Companies (ATOC), to boost take-up of its Young Person's Railcard (YPRC). More than three quarters of 16- to 25-year-olds use trains for leisure journeys, but only 25 per cent have a railcard, entitling them to a third off most fares.

The integrated campaign began in the press with awareness-building ads designed to drive traffic to a revamped YRPC web site. A competition with a top prize of a weekend away for 10 was promoted using viral e-mails. Teaser media in pubs urged youngsters to get out more.

"Humorous, engaging and brave" was how the judges described the campaign. Sales jumped by 24 per cent after the press launch. There was a 16 per cent response to cold e-mails, and ATOC was able to add 17,500 names to its database for future initiatives.