

MARKETS

AUTOMOTIVE

GOLD

Client

Land Rover UK

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Nick Traest

Vaughan Townsend

Miranda Goodenough

Hugo Firth

James Champ

SILVER

Client

Fiat

Agency

Arc

Agency team

Graham Mills

Jack Nolan

Aaron Martin

Garry Munns

Anyia Tinklin

BRONZE

Client

Nissan Motor (GB)

Agency

Tullo Marshall Warren

Agency team

Baz Williamson

Dave Washer

George Bruxnor

Jackie Bee

Nikki Winton



SILVER

To challenge the perception that Fiat only makes small cars and to encourage test drives, Arc designed a brochure featuring coathangers bent into the shape of Fiat vehicles. This was hung on a coathanger and mailed to 50,500 families, with an additional 'three kids go free to Legoland' incentive. The campaign generated 870 sales, representing a 50.03 per cent conversion rate from test drives.



BRONZE

Tullo Marshall Warren generated sales for Nissan by encouraging Nissan Micra drivers to request information on and test drive the new-look Micra. By sending letters, photos and postcards from the car 'on holiday' and a pack of fridge-magnet words to existing and lapsed Micra customers, an initial five per cent response rate and an ROI of £22.27 for every pound spent was achieved.



GOLD

The automotive industry has strong brands, but translating those values into coherent DM creative is still a challenge.

Land Rover took up the gauntlet with its campaign to stimulate test drives and sales of its ageing Discovery.

Discovery prospects were sourced through lifestyle lists. But the real work, to convince well-off, middle-class families, came with the creative.

Playing on the Land Rover promise of adventure beyond the school run, the creative attempted to tap into the 'Land Rover gene' in recipients, making them want to experience the dream, rather than convey technical and safety features, as competitors tended to do.

Centralised response handling captured and qualified the value of respondent data, and created a database. It also allowed prospects to book a test drive over the phone.

The initial investment of £399,000 generated £23 million for the brand, made up from 843 sales from 2,345 leads sent to dealers, with 5,197 new names added to the database. ROI was a healthy 17:1.

One judge said: "Automotive manufacturers find it hard to track back from a campaign to a sale, but Land Rover did this and achieved solid results."