

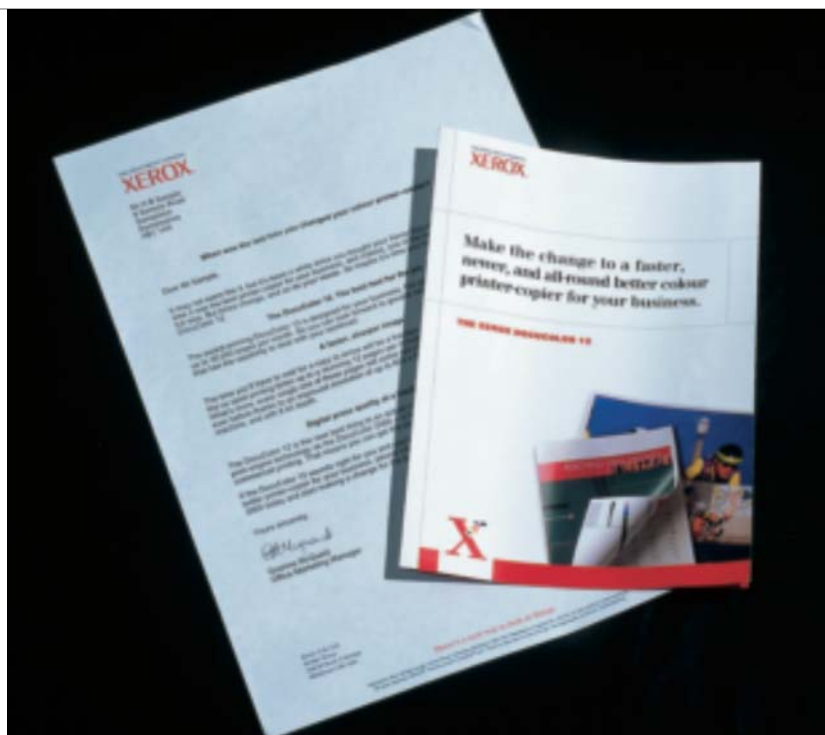
# BUSINESS DIRECT MAIL (HIGH VOLUME)

## SILVER

The Business Direct Mail (High Volume) category failed to attract a high quality of entries this year, according to judges. Seeking to explain the lack of quality, one judge remarked: "We seem to be suffering from a 'playing safe' syndrome where B2B clients didn't want to spend money doing innovative direct marketing in this area." The DMA hopes to see a reinvigoration of this category next year.

While no gold was awarded in this category, there was a silver and bronze.

With its market share of mid-range colour copiers and printers falling across Europe, Xerox's challenge was to defend its existing customer base. It identified customers with machines over two years old, and targeted them with a mailing recommending a specific upgrade. For cut-through, the mailer took the shape of a toner cartridge. The initial response rate reached 17 per cent and the campaign achieved a final ROI of 6.1 per cent.



## SILVER

*Client*

**Xerox**

*Agency*

**Harrison Troughton**

**Wunderman**

*Agency team*

**Rob Kavanagh**

**Tony Haigh**

**Michelle Berman**

**Joanne Gallop**

**Margaux Wade**

## BRONZE

*Client*

**Orange Small Business**

*Agency*

**Craik Jones Watson**

**Mitchell Voelkel**

*Agency team*

**Mark Buckingham**

**David Brown**

**Caroline Taylor**

**Paul Lipman**

**Graham Rhodes**



## BRONZE

Small businesses primarily select suppliers on a cost basis so with this campaign Orange wanted to convince this audience that switching to its network would save them money.

To overcome any cynicism, it asked prospects to send in their last bill for a free independent analysis to see what joining Orange could save them.

Direct mail was followed up by a call, and 12 per cent sent in their bills. Of these, 11 per cent switched to Orange.