

MARKETS

BUSINESS TO CONSUMER (OTHER)

GOLD

Client

Saatchi & Saatchi

Agency

Saatchi & Saatchi

Agency team

Kate Morris

Eoghain Clarke

Guy Bradbury

Trefor Thomas

Jo Mooney

SILVER

Client

Department of Health

Agency

Partners Andrews

Aldridge & COI

Agency team

Shaun Moran

Paul Walton

Richard Pentin

Julia Randall (client)

Marc Michaels (client)

Other companies involved

Broadsystem (database/

inbound telemarketing)

Essentia (inbound and

outbound telemarketing)

BRONZE

Client

Draft London

Agency

Draft London

Agency team

Arthur Parshotam

Linda Goodman

Tyrone Probert

Sharon Jiggins

Robin Murray



SILVER

Partners Andrews

Aldridge & COI

designed the 'Together'

support programme to

help people stop

smoking. A multimedia

approach helped recruit

smokers and carefully

tailored messages were

sent to individuals to

reflect their physical and

emotional state

throughout the giving-up

cycle. There have been

15,000 registrations since

the programme's launch.

BRONZE

Draft London inspired

undergraduates to apply

for its 2003 intake by

encouraging them to

create the type of person

they were from different

faces, bodies and

mindsets of a number of

illustrated characters, in a

bid to show the company

was looking for more

than just one type of

person. This idea was

followed through to the

website. Applications

were up 50 per cent on

the previous year.



GOLD

Saatchi & Saatchi is inundated with applicants for its summer placement scheme, so it used a direct mail campaign to filter the best and brightest from the rest. A two-stage mailing was sent to targeted, intelligent graduates and undergraduates interested in a career in advertising. The first tested candidates' intelligence, the second their dedication.

The first piece asked candidates to say in 25 words or less why the agency was the only place they wanted to work that summer. A few days later, all respondents were sent a bogus 'Summer Jobs in Greece' brochure which had a bogus business address near to Saatchi's offices. Only those who avoided responding to this mailing were considered for the placement – those applying for a job in Greece were sent a rejection for the Saatchi's post by the head of HR.

The initial mailing achieved a response of 73 per cent and this was then whittled down by the fake Greek mailing to 10 successful applicants, all of whom completed a six-week placement.