# **MARKETS**

# **BUSINESS TO CONSUMER (OTHER)**

### **GOLD**

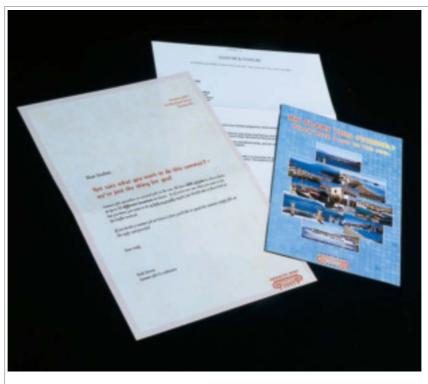
Client
Saatchi & Saatchi
Agency
Saatchi & Saatchi
Agency team
Kate Morris
Eoghain Clarke
Guy Bradbury
Trefor Thomas
Jo Mooney

## **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 twostage 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 sixweek placement.

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