

### GOLD

*Client*

**Xerox**

*Agency*

**Harrison Troughton**

**Wunderman**

*Agency team*

**Alan Wilson**

**Diccon Driver**

**Iain Morrison**

**Michelle Berman**

**Janet Campbell**

### SILVER

*Client*

**Rail Passengers Council**

*Agency*

**Kitcatt Nohr Alexander**

**Shaw**

*Agency team*

**Simon Robinson**

**Jamie Tierney**

**Paul Marsh**

**Caroline Gibbs**

**Paul Kitcatt**

*Other companies*

*involved*

**Mediavest (media**

**planning and buying)**

**MacLaurin (PR)**

**Ben Rogers and 110%**

**(production)**



### GOLD

Most people think that colour copying and printing is expensive, so Xerox wanted to convey the idea that its new DocuColor 2240 copier offered “affordable colour prints”. In addition, it was keen to play on its innovative approach to business, so it wanted to create an ambient event that would attract media attention beyond the trade press.

Young British artist Gavin Turk was persuaded to create a new artwork and then to appear at the Tate Britain gallery where, for just 45 minutes, he used the DocuColor 2240 to create colour copies of his work. These were signed and sold for just 10p – the cost of the print. “What an innovative way of getting people to see the product in action,” one judge remarked.

To promote the event, a press ad and poster were used, as well as postcards that were mailed to journalists and handed out at art colleges and in fashionable bars.

Another judge said: “This was not an easy brief – a photocopier that produces copies slightly cheaper than the competition – and yet they’ve come up with such a creative solution to that brief.”

Around 600 people queued for three hours to buy a print and the event was covered in local and national papers such as *Metro*, *The Evening Standard* and *The Independent*, as well as in the trade press. Ten top leads were generated, and a £15,000 sale was made on the day of the event.

### SILVER

As the statutory watchdog for rail passengers, the Rail Passengers Council needed to raise its profile to encourage people to make their voices heard. With a limited budget, it opted for an outdoor campaign, placing posters and concourse promotions in railway stations, which encouraged people to give proper feedback on rail services. The campaign achieved recall rates of 50 per cent and generated 4,000 enquiries.

