

GOLD

Client

M&G Investments

Agency

Harrison Troughton

Wunderman

Agency team

Stephen Timms

Anthony Cliff

Kate Rush

Matt Williams

Laura Buckenham

Other companies

involved

Fresh Creative Services

SILVER

Client

SkodaAuto

Agency

archibald ingall stretton

Agency team

Steve Stretton

Matt Morley Brown

Justine Rosen

James Pais

BRONZE

Client

Zurich

Agency

Joshua Agency

Agency team

David Walton

Rod Clausen

Christian Clark

Dave Eakins

Barry Hayman



SILVER

To raise awareness and encourage test drives of the Skoda Fabia, archibald ingall stretton ran an insertion in *Auto Express*. The creative used the incentive of winning a £3,000 prize draw to reinforce the message that you could add the winnings to the price of a Fabia and buy a worse car. The press achieved less than £310 per lead (a third of the average Skoda CPR) and marked the agency's highest ever conversion rates from DR press.



BRONZE

Joshua chose a traditional rugby media schedule of *Rugby News*, *Rugby World*, *Observer Sport* and match-day programme ads to recruit members for the Zurich Rugby Club and create a 'soft' channel to offer members special deals on Zurich services. The campaign had a modest media spend of £60,000 and Zurich Rugby Club gained 8,110 members.



GOLD

M&G Investments needed to persuade a jittery public that the stock market was still a worthwhile home for their money. They had to do so with clarity and charm – a tricky feat with a financial mailing.

Agency Harrison Troughton Wunderman was called in to build the M&G brand and generate responses from consumers and IFAs for its Corporate Bond Fund and High Yield Corporate Bond Fund.

It first ran a full-page brand response ad in papers such as the *Daily Telegraph* and *Daily Mail* aimed at M&G's target audience of 'Affluent Silvers', which aimed to explain bonds, rather than sell them. A further two ads were placed in the personal finance section and was used to generate leads.

The first ad reached 75 per cent of the intended audience an average of 6.5 times, and responders were put on a warm prospects list for follow-up mailings.

In all, the ads generated more than 2,500 responses. From March to April, ISA inflows into the Corporate Bond Fund rose by 56 per cent, while investment into the High Yield fund rose by 37 per cent.