

### GOLD

For two years in a row, IT has been unable to attract a gold winner. This year, 3Com managed to halt the category's losing streak. "People seemed to think through their entries far more carefully this year," one judge remarked.

3Com is a familiar brand in the networking world, but is not necessarily associated with security. To boost its credibility and generate enquiries for its Embedded Firewall Solution, it drove prospects to a dedicated microsite, from where they could request a copy of its Solutions For Enterprise-wide Security brochure.

IT network managers, financial directors and managing directors in large vertical market companies were sent a humorous, rich-text email, that featured a link to supposed CCTV footage of a thief stealing items from a reception area in front of a sleeping security guard. The clip ended with the address of the 3Com security microsite. The mailing also went out to its in-house database of opt-in email prospects.

A database was generated from the brochure requests of visitors to the site, followed by telemarketing and a mailer.

A budget of just £25,000 achieved a 10.7 per cent initial clickthrough leading to download of the clip, with 14.1 per cent of these visiting the microsite. Nearly five per cent of these prospects requested the brochure.



### SILVER

IBM Tivoli pitched its software solutions to cash-strapped public sector IT directors as "the invisible IT expert". Using detailed case studies and persuasive copy, it conveyed the idea that the virtual "expert" solves time-consuming problems to make IT departments 50 to 80 per cent more efficient. Response from 1,400 packs was 1.6 per cent, nearly double that expected, with a potential value of £814,000.

### BRONZE

IBM Global Services targeted top prospects in 17 UK banks through personalised copies of the *Financial Times*. Copies of the first edition were bought at 4am one morning and customised with two highly tailored ads. The papers were then biked to the target's workplace. Relationships were established with two individuals per company. The campaign has so far brought in £5,550,000 in new revenue.

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*Client*  
**3Com**  
*Agency*  
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*Agency team*  
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**Ken Richman**  
**Jenny Rastin**  
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### SILVER

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**IBM**  
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**Rob Kavanagh**  
**Anthony Cliff**  
**Emma Orriss**  
**Hamish Grant**  
**Nathaniel Fine**

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**Tony Haigh**  
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