

### GOLD

*Client*

Australian Tourist Commission

*Agency*

DLKW Dialogue

*Agency team*

Simon Andrews

Wendy White

Alex Ajao

### SILVER

*Client*

Virgin Trains

*Agency*

Craik Jones Watson

Mitchell Voelkel

*Agency team*

David Brown

Mark Buckingham

Fredrik Lekberg

Rachel Turner

James Champ

### BRONZE

*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 Direct (media

planning and buying)

MacLaurin (PR)

Ben Rogers and 110%

(production)



### SILVER

To increase leisure travel frequency, Virgin Trains needed to make an offer that would last until the recipient wanted to take a trip. The solution was a £5 money-off promotion until February 2004, booked through a microsite. The recipient needed to keep their PIN handy, aiding recall. Ticket purchase is consistently running 60 per cent higher than among the control group and the campaign is predicted to generate £600,000 extra revenue.

### BRONZE

To raise its profile and persuade the public of its effectiveness as a watchdog, the Rail Passengers Council ran a poster campaign, backed by ambient and field marketing to encourage frustrated commuters to do more than just "have a pop" at the networks. Improvements of between five and 61 per cent were recorded across evaluation criteria.



### GOLD

The travel industry has taken a hammering in the past year, but judges were pleasantly surprised by the commitment and enthusiasm shown by the entries in this category.

Australia is a big place, and visitors believe they need a long time to experience it all. So the Australian Tourist Commission created a tool to help them explore online the possibilities of a trip and forward an itinerary to travel agents.

OzPlanner is an interactive online holiday planning tool available through the organisation's web site, [www.australia.com](http://www.australia.com). Its launch coincided with a £2 million TV and print-based consumer advertising campaign.

Using a simple three-step mechanism, it explored nine itineraries that offered a wide range of experiences available in a two-week holiday. The results could then be forwarded to friends or to a tour operator for a quote or booking.

Though the final request is the responsibility of a travel agent, the Australian Tourist Commission is building a database for use in further mailing programmes.

In the first month after its launch OzPlanner generated 22,000 user sessions, which translated into 2,000 booking requests, at an overall cost of just 36p each.

"A simple, effective online campaign that produced exceptional results – especially as going all the way to Australia is so expensive," the judges said.