

GOLD

In a well-supported category, where there was fierce competition for the Gold and Silver slots, Egg's 'What's In It For Me' campaign was the winner.

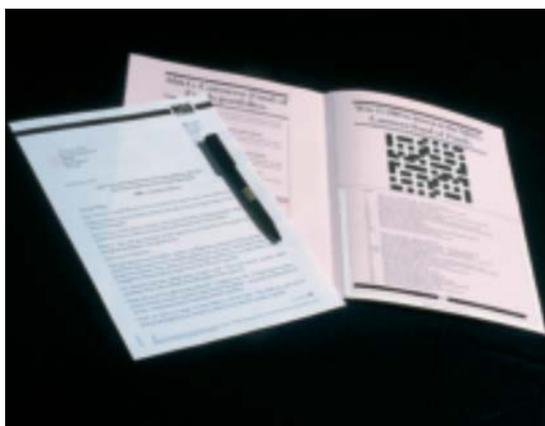
Egg wanted to encourage consumers to challenge the acceptance of poor service and bad deals to differentiate its zero per cent initial rate credit card offering from the rest of the pack. The bank had a target of a 22 per cent boost in card sales and a 20 per cent hike in loans sales.

Off-the-wall TV slots featured a talking sock on the arm of a ripped-off consumer. The sock acted as the inner voice of reason objecting to poor service and cited the Egg Card as a beacon of fair dealing in a dishonest world. The direct response creative transposed this to print and online.

Egg used media profiling to target key audiences through TV and rich media, followed by a combination of press, direct mail, inserts, online and DRTV to communicate benefits and drive purchase.

The campaign succeeded in cutting through the wealth of financial advertising, achieving 102 per cent of Egg Card's acquisition target, and 113 per cent of its loans target.

"This was a well thought-through, integrated campaign that very effectively translated the humour of the TV work into print," judges said.



SILVER

To boost its brand following the disbandment of its direct sales force, Prudential focused on UK consumers' need for financial planning, aiming to generate repeat sales through phone, mail and online. Consumers were encouraged to create a financial plan on or offline, which IFAs could understand using a CD-Rom or microsite. Qualitative research found that willingness to deal with the Pru rose from 50 to 64 per cent.

BRONZE

With markets in freefall, M&G Investments needed to generate interest in its new Fund of Funds. Press ads and posters raised awareness, while direct mail reached existing customers. The mailpack and press ads generated 6,995 responses. All leads went into M&G's central database, where they were scored and followed up.

GOLD

Client
Egg
Agency
Lowé Plus
Agency team
Arthur Parshotam
Colin Underhay
Alex Pearl
Sharon Jiggins
Mark Page
Other companies involved
Mother
(advertising agency)
Mediacom
(media agency)
EHS Brann
(digital agency)
Ian Bilby *(illustrator)*

SILVER

Client
Prudential
Agency
TBWA\GGT
Agency team
Nick Moore
Mandy Duffy
Tony Clewett
Claire Wellman
Michael Ellyatt
Other companies involved
WCRS

BRONZE

Client
M&G Investments
Agency
Harrison Troughton
Wunderman
Agency team
Rob Kavanagh
Anthony Cliff
Steve Harrison
Kate Rush
Laura Buckenham