

GOLD

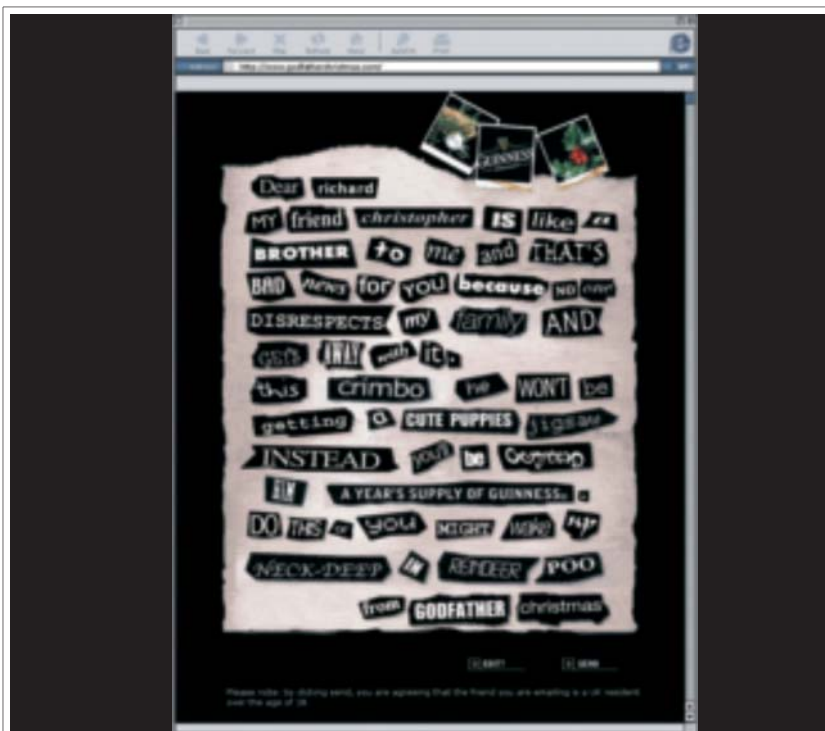
Client
Diageo
Agency
Tullo Marshall Warren
Agency team
Preston Rutt
Sid Charles
Nick Emmel
Perminder Bhangra
Graeme Noble

SILVER

Client
Vodafone
Agency
Inbox Media
Agency team
Gary Stevens
Katie Brake
Raz Razdan
Cameron Brewer

BRONZE

Client
Orange
Agency
N/A
The team
Jonathan Earle
Auriol Clarke
Spencer McHugh
Sharon Cooke



GOLD

The digital category was full of fun, interesting examples of e-marketing in action, according to judges. "It's obvious that DM agencies have done really well by moving into e-marketing," one judge remarked.

The category winner, Guinness, played on the selfish streak in us all when it ran its Guinness@Godfather email campaign last Christmas.

The aim was to promote Guinness Draught in cans to new and existing prospects, boost the brand's relationship marketing programme, and encourage existing members to remember Guinness during the festive season.

Judges loved the witty approach of this campaign. Database members were sent an email in the style of a ransom note from 'Godfather Christmas' that invited them to tailor their own email to friends and family using words from a menu of suggestions. The result was a demand for a present they really wanted – a stocking full of Guinness. The viral potential of the email was designed to recruit new prospects for the database – and sell more of the product.

Of the 13,204 seed emails sent, 17 per cent of recipients went on to create and forward their own email, resulting in an uplift of 375 per cent in visits to the Guinness website. Almost 60 per cent of visitors went on to say they had bought Guinness to drink at home as a direct result of the email.

SILVER

To gain marketing information on business customers and to build relationships, Vodafone used a series of six emails to find out what customers needed and to educate them about relevant solutions. All email interaction was integrated with a telemarketing follow-up.

The campaign delivered a measurable uplift in response, with a 40 per cent response rate to an initial questionnaire.



BRONZE

To attract 100,000 users to its new £4 per month WAP subscription service at an acquisition cost of 50p each, Orange used a two-way SMS mechanic allowing recipients simply to text "Yes" to get a three-month trial. Using SMS allowed real-time analysis, which doubled response within a week. The campaign generated an 18 per cent response rate and a 48 per cent uplift in WAP usage.

