

RETAIL (INCLUDING HOME SHOPPING)

GOLD

Stamp collectors are loyal buyers of commemorative stamps, but they are often off Royal Mail's CRM radar. The company asked OgilvyOne to acquire 10,000 responses from collectors, identify their stamp-buying behaviour and, given Post Office closures, migrate them to mail order.

The agency aimed to reach Post Office purchasers of stamps using handstamp ads on envelopes, leaflets in Post Offices, inserts and press ads in philatelic publications, handouts at a stamp exhibition and a dedicated area on royalmail.com. It publicised the fact that Royal Mail wanted to know more about its stamp-collecting customers and offered a free souvenir first-day cover to those filling in a questionnaire. With the tagline "Everything we know about you can be written on the back of a stamp," the questionnaire itself took the form of the back of a giant first-class stamp, encouraging participation.

The results revealed significant differences between Post Office purchasers and mail-order buyers, enabling Royal Mail to expand and refine its Stamps Relationship System database. At 12,209 replies, response exceeded expectations by 20 per cent, unlocking information about customers who spend more than £720,000 on stamps a year.



GOLD

Client

Royal Mail

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SILVER

Client

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BRONZE

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Other companies involved

Dunnhumby Analysis

(data insight services)

SILVER

Royal Mail created a multimedia campaign for the issue of stamps celebrating the Golden Jubilee and Prince William's 21st birthday. 'One Single Month – One Double Celebration' included web content and ads, search engine listings and emails, DM, and specialist press ads. The campaign generated £683,310 in revenue – more than £140,000 higher than the target.

BRONZE

Utilising Clubcard loyalty data, Tesco segmented customers based on their propensity to buy beauty products. A glossy, 36-page magazine was created to promote its beauty range. This was used as a mailpack, accompanied by a personalised letter acknowledging the recipient's shopping habits. Of those mailed, 10.3 per cent responded, on a target of just two per cent.