

### GOLD

Nissan judged that the desired target market of younger and more affluent buyers for its new Micra were unlikely to visit a Nissan dealership.

To reach them, the car maker chose 36 high-footfall shopping centres for a 12-week exercise designed to raise awareness of the car, boost the brand experience and convert awareness into test drive and brochure requests.

To showcase the car, a special interactive stand was created that resembled the urban environment and introduced various features. A 'No Entry' sign changed to 'Entry' to demonstrate the car's intelligent key, while a bench moved backwards and forwards to represent the sliding rear seat. A poster shell featured intermittent rain and a wiper to demonstrate the Micra's rain-sensing windscreen wipers.

Bags of sweets were given out to visitors, as well as an information booklet with a tear-off data capture form. All leads were fed into the Nissan CRM database.

More than 20,000 prospects enjoyed a positive experience of the car, while 4,780 brochure requests were received. Some 1,500 pre-qualified prospects requested a test drive and 380 went on to take one, a conversion rate of 25 per cent.



### GOLD

*Client*

**Nissan Motor (GB)**

*Agency*

**Tequila Manchester**

*Agency team*

**Richard Sharp**

**John Irwin**

**Adam Fothergill**

**Alison Arthington**

**Jeremy Clark**

*Other companies involved*

**Professional Exhibitions**  
(events and exhibitions)

**Unique Models & Promotions** (promotional staff agency)

**Service Exhibitions**  
(stand production)

### SILVER

*Client*

**The Wrigley Company**

*Agency*

**CPM**

*Agency team*

**Cheryl Blane**

**Anne Marie Spears**

**Deborah Clarke**

**Rachael Simmonds**

**Stewart Wells**

### 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

While successful in the US, Wrigley's new Extra Thin Ice was by no means assured of instant success in the UK. Hired to make the launch happen was CPM, which distributed the product to 48,000 outlets in just four weeks. Web-based reporting ensured real-time distribution. A full year's predicted sales were achieved in six weeks. By nine weeks it was selling as well as Wrigley's gum.

### BRONZE

Bubble-wrapped posters and leaflets as well as a field marketing presence at railway stations ensured that the Rail Passengers Council (RPC) succeeded in achieving 50 per cent awareness. The creative urged passengers to 'get their voices heard'. A database of 4,000 was created (four per cent response). All these have received follow-up emails. For less than £50,000, perceptions shifted by 4-8 per cent.