

### GOLD

*Client*

**The Army**

*Agency*

**COI Communications/**

**Cramm Francis Woolf**

*Agency team*

**Matt Reynolds**

**Rachel Owen-Jones**

**Sam Daly**

**Gary Shacklady**

**Terry Trower**

*Other companies involved*

**Haymarket Customer**

**Publishing (Magazine**

**Publishers)**

**Mail Marketing Group**

**(Telereponse and**

**Fulfilment Handling)**

### SILVER

*Client*

**Glenmorangie**

*Agency*

**Oneagency**

*Agency team*

**Dave Mullen**

**Liz Holt**

**Fiona Mackintosh**

**Sheila Gallagher**

**Paul Campbell**

*Other companies involved*

**The Assembly (Web**

**Developer)**

### BRONZE

*Client*

**Land Rover UK**

*Agency*

**Craik Jones Watson**

**Mitchell Voelkel**

*Agency team*

**Pamela Craik**

**Chris Jones**

**Rebecca Rae**

**Leigh Roberts**

**Jon Voelkel**



### GOLD

In one of the Awards' newer categories, a programme to build a relationship with potential British Army recruits to keep them interested until they hit the age of eligibility got "the ultimate vote" from all the judges.

As one of the biggest employers of young people in the country, the Army needs to target its audience as early in life as possible. The solution was 'Camouflage', a youth loyalty scheme.

Members of Camouflage, who must be UK residents aged between 12 and 16 years old, receive a magazine mailing three times a year. This is supplemented by e-mailings about events, exhibitions, competitions and a website featuring Army information and news. Images, copy and timing of delivery are carefully planned, with different packs sent to the various ages at key intake times.

Launched in September 2000, the Army is delighted with the success of the scheme. Never before has it been able to track youth loyalty and conversions into recruits. Camouflage now has over 50,000 eligible members on its database, over a fifth of whom have converted.

### SILVER

Now in its second year, the relationship marketing campaign for whisky brand Ardbeg has gone online. Members can join via an in-pack application or the website. Crucial to the programme's success is the impression given that it is not mass marketing. Communications look as if they come from Ardbeg's distillery. Members receive special offers on rare vintages.



### BRONZE

Land Rover used mailings to stimulate a desire for adventure, while making the vehicles seem relevant to urban prospects. High value prospects were offered test drive times longer than the norm, a tactic with proven ability to sell the vehicle.

As a result, nearly 40,000 highly-qualified prospects have been added to the database and more than 26,000 extended test drives requested.

