

GOLD

Client
Müller
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Dunnhumby Cinnamon
Agency team
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SILVER

Client
Sony Business Europe
Agency
NovaRising
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BRONZE

Client
Depaul Trust
Agency
Publicis Dialog Group
Agency team
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Judy Ross
Other companies involved
Interactive@optimedia
(media planners)
Ridley Scott Associates
(ad production)
Kingston Interactive
(cable company)



SILVER

To publicise its new camera-management software, Sony used email for its Net Watch campaign. It promoted the product across 16 pan-European countries in five different languages. Recipients were driven to a website where they could interact with the product. This led to a viral effect and garnered exceptionally high response rates.

BRONZE

The Depaul Trust raised the bar for interactive TV advertising with a campaign regarding its work with young homeless people. A two-minute ad allowed viewers choose the way the storyline developed. They were directed to a microsite with the opportunity to donate. One in 10 people interacted with the ad, and 10 per cent of these went on to donate.



GOLD

FMCG brands still struggle to justify using direct marketing as a communication channel, as often the cost of a mail pack will exceed the price of the product being marketed.

It's no wonder then that cost-effective digital media so appeals to FMCG marketers.

In order for Müller to develop a closer relationship with consumers of Müller Light yoghurt, Dunnhumby Cinnamon created a viral email campaign.

Emails were sent to 50,000 targeted office workers between 10.30 and 11.30am – a time when thoughts are turning to lunch – and comprised an interactive game called "Make a Müller Lovechild". The initial response rate was 6.7 per cent, but viral activity ensured there was an average of 18 further hits for every original one.

The game featured celebrities as potential yoghurt 'parents'. One judge said: "This campaign shows excellent consumer insight into how people behave in that gossip moment, winding down to chat about famous people."

The total number of hits was just short of 60,000. The campaign resulted in a customer database of 20,000 Müller consumers. This was used to send out a follow-up mailing, with a Müller spoon and money-off vouchers. Even the voucher-redemption rate was high at 18 per cent.

Judges thought the campaign showed digital media at its best – well-timed, well-targeted and with good results.