

**BUSINESS TO BUSINESS (OTHER)**

**GOLD**

Directory services firm Yell used the fact that the most profitable advertiser relationships are begun early in a business's life to target start-ups with the offer of a free entry in Yellow Pages, followed by an offer of free business literature to position it as a trusted business partner.

As many small start-ups are run from home, they are excluded from the traditional business number database Yell relied on. So Yell tested lifestyle questionnaires, telemarketing and online strategies as data sources. Mail non-responders were telemarketed, while telemarketing prospects that did not answer were sent the mailpack. Press and radio were used as controls to test the DM strategy's effectiveness.

Quirky mailing creative emphasised the appeal. The initial mailing was devised as a free pass into Yellow Pages, while the follow-up used a piece of sandpaper to illustrate the fact that new businesses can have a rough ride, while Yell offered to smooth the way with free advice.

The campaign delivered 5,800 new advertisers, 600 above target and 2,900 sales leads. Average spend on Yell after the second mailing was 43 per cent higher than a control group.

"This entry covered all the bases – strategy, creative and with results that are clearly credible," one judge said.



**GOLD**

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**SILVER**

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**BRONZE**

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David Woolway  
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Colin Baker  
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**SILVER**

Harrison Troughton Wunderman established itself as a 'creative' agency by mailing 500 blank, white canvasses to its clients, prospects and suppliers, inviting them to create their own design, then send it back to be entered into an auction. The mailing produced a response rate of over 23 per cent and raised £9,650 for marketing industry charity NABS.

**BRONZE**

Research showed that many health professionals were unclear about how and why bones deteriorate. To explain and to offer a solution, Swordfish Advertising sent a mailing to 8,751 surgeries offering a free Tumbling Tower Game, thus creating an opportunity for the representative to deliver the gift by hand and start a dialogue/relationship. The campaign achieved an 18 per cent response rate.