

**GOLD**

Carling wanted to migrate members of its old, football-related Carling Club CRM programme on to carlinglive.com – the lager brand's younger and more aspirational music-related web site.

Selections for migration were based on those most likely to fit the target profile of 18 to 34 year olds, and creative direct mail executions had to grab the attention of this traditionally difficult-to-reach segment.

In addition, registration had to be made effortless, and attitudinal shifts had to be monitored rigorously.

Three mailings were developed. 'Red Carpet' was designed to create standout for the brand; 'Too Hot' conveyed the idea that information on the site was too hot to print and 'Plectrum' emphasised the brand's sponsorship of live gigs. Acquisition was supported by banner ads.

Registration was accomplished seamlessly, as the recipient only had to enter their VIP mailing code and postcode to register all their details.

Online surveys found that 56 per cent of members now associate the brand more closely with music versus 41 per cent in a control group. Compared with all 18 to 34 year olds, members are 40 per cent more likely to have consumed Carling in the past week.

**GOLD**

*Client*

**Coors Brewers**

*Agency*

**Zalpa/WWAV Rapp**

**Collins**

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**SILVER**

*Client*

**M&G Investments**

*Agency*

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*Other companies involved*

**Fresh (creative services)**

**SILVER**

M&G was a dying brand – its own research said so. But M&G was revived by relaunching itself as the 'trustworthy' option. After an internal communications programme, the M&G ISA campaign was launched this year, explaining its products in a more user-friendly way.

Since 2001 M&G's ISA market share has grown by 52 per cent while media spend has been reduced by 44 per cent.

**BRONZE**

No stone was left unturned and no gap was ignored in Gordon's quest to find out why some gin drinkers weren't Gordon's drinkers. Two groups were targeted – older and younger people – and bespoke material was designed for each. It worked. Brand loyalty increased, while Gordon's consumption rose at the expense of other own-label and other alcoholic drinks.

**BRONZE**

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