

# MEDIA

## CONSUMER DIRECT MAIL (HIGH VOLUME)

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### GOLD

Client

Fiat

Agency

Arc

Agency team

Graham Mills

Jack Nolan

Aaron Martin

Garry Munns

Anya Tinklin

### SILVER

Client

Diageo

Agency

Tullo Marshall Warren

Agency team

Sid Charles

Preston Rutt

Nick Emmel

Perminder Bhangra

Graeme Noble

### BRONZE

Client

Tesco Stores

Agency

EHSBrann

Agency team

Lu Dixon

Graham Dexter

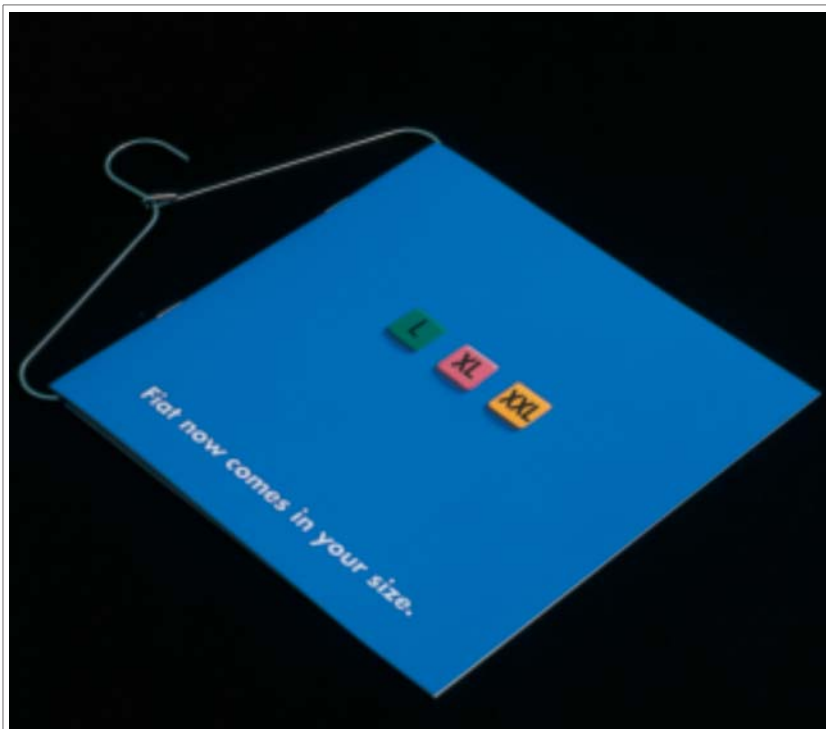
David Reed

Stephanie Spence

Domonique Turner

Other company involved

Dunnhumby



### GOLD

The Consumer Direct Mail (High Volume) category was well-populated this year, but the standard of entries was reportedly low. Arc's work for Fiat stood out and was the unanimous winner.

Research has shown that many people associate Fiat with small cars, so to encourage families to visit their nearest Fiat dealership during an 'open door' weekend, the car maker needed to convince them that, no matter how big their family was, there was a Fiat to fit.

Fiat mailed a coathanger to 50,500 families throughout the UK, on which was hung a brochure entitled 'Fiat now comes in your size'. This featured images of coathangers bent into the shapes of family vehicles such as the Stilo MultiWagon, Multipla and Ulysse, each of which was tagged with the appropriate size guide – L, XL or XXL. "This creative approach clearly appealed to a number of audiences with meaningful messages within the one piece," judges said.

Prospect data was filtered by previous large family vehicle ownership and family size and aligned with a separate field marketing campaign to ensure data was as hot as possible.

In all 4,364 families – 8.73 per cent of those mailed – visited a Fiat dealer during the open door weekend, while nearly two-fifths took a test drive. Nearly 600 vehicles were sold that weekend, with 272 more over the next six weeks, a conversion rate of just over 50 per cent.

### SILVER

To encourage members of its relationship marketing programme to choose Guinness over other brands – and to recruit new members to the programme – Diageo sent out a grow-your-own Guinness Christmas tree mailing. The pack achieved a 96 per cent recall rate and over 67 per cent of those asked said they had either bought, or would buy, Guinness as a result of the mailing.



### BRONZE

Tesco wanted to add value to Clubcard membership and to encourage customers to buy wine at its stores. It promoted its wine club to relevant members – with quarterly mailings including money-off coupons, exclusive third-party offers, information and reviews. Membership doubled and mailings continue to generate higher sales to cost ratio, recently reaching 5:1.

