

GOLD

Buying a TV licence is probably the last thing on an undergraduate's mind when faced with the temptations of Freshers' Week. So BBC TV Licensing had to cut through the clutter with strong creative and reach students when they were most receptive.

Mailings were first sent to a student's parental address, both to reach them before they got wrapped up in student life and to generate parental pester power.

At college, students were met by application forms in their rooms, mock condom boxes stuffed with forms in fresher's fair goody bags and a poster campaign.

The message was tough but humorous – students were warned of the dangers of watching TV without a licence by subverting the traditional 'safe sex' message in the 'Practise Safe Telly' campaign. Students who were caught in the act could catch something nasty – a prosecution and a fine.

"Brilliant insight into the mind of the student," one judge remarked. "The creative was fun, full of *double entendres* and perfect for that target audience."

Direct mail and outbound calling targeted known unlicensed homes, particularly around Christmas when TVs would be received as gifts.

The sales target was exceeded by 6 per cent, with sales up 67 per cent year on year, while the campaign achieved an ROI of 16:1.



SILVER

Giving up smoking is a tough challenge and it's something the Department of Health wanted to make easier with its Together programme. A series of self-help mailings went out at key stages of the giving-up process with additional support available via the NHS Smoking Helpline, email, SMS, callbacks and the web. Fifteen thousand smokers signed up and three months into the programme, 59 per cent of those who completed a follow-up survey were still smoke-free.

BRONZE

When M&G partnered with Cazenove to launch the Fund of Funds, it had to generate leads in a depressed market. Choosing a multimedia approach, it used press ads, posters, direct mail, cover wraps and ads in IFA magazines. The direct mail alone generated almost a five per cent response.

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Client

BBC TV Licensing

Agency

Proximity London

Agency team

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Other companies involved

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Orchestra (print)

SILVER

Client

Department of Health

Agency

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Aldridge/COI

Agency team

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Other companies involved

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(database/inbound telemarketing)

Essentia (inbound and outbound telemarketing)

BRONZE

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