

# MEDIA

## CONSUMER DIRECT MAIL (LOW VOLUME)

SPONSORED BY Highbury Direct Media

### GOLD

Client

Glenmorangie plc

Agency

Story

Agency team

Dave Mullen

Rebecca Wood

Sheila Gallagher

Sara Nicol

Bob Lovie

### SILVER

Client

Fiat

Agency

Arc

Agency team

Graham Mills

Jack Nolan

Aaron Martin

Garry Munns

Anya Tinklin

### BRONZE

Client

Hyundai Car (UK)

Agency

Dunnhumby Cinnamon

Agency team

George Boyter

Kevin Little

Nigel Down

Alison Huntington

Clare Wodehouse

Other companies involved

RAM (telemarketing)

Euroworld (production)



### GOLD

The Ardbeg Committee is a customer relationship programme developed by Glenmorangie for its niche Ardbeg whisky brand – a single malt distilled on the remote Scottish island of Islay.

Membership communications stress the quirky, personal nature of the relationship with the brand, and all are written as if they are generated at the distillery itself using a quirky mock-committee tone.

In October 2002, a bottling of the whisky was distilled specially for the members of the programme. A mailing pack to promote Ardbeg Committee Reserve featured a whisky label personalised to the recipient, as well as a handbook containing the names of every one of the database's 19,000 members. Recipients were asked to pinpoint their name and committee number from the book and complete the label with their details. As an added incentive, the first 100 orders would be signed by distillery manager Stuart Thomson.

The £45 special edition whisky sold out at a cost of just £1 per response. Ardbeg is now the fastest growing malt in the global sector, and the direct mail piece has become a treasured possession of many of the committee members.

Judges felt the campaign stood out in all three areas of strategy, creativity and results. One said: "The look and feel of the booklet was superb and the results were excellent, given the crowded market for malt whisky."

### SILVER

Fiat wanted to get the message across that the Ulysse was a people carrier worth buying. Developing its above-the-line, holiday-theme campaign, Fiat sent 15,000 hot prospects a beach towel and set of postcards promoting the car, inviting them to take a test drive. In the month following the mailing, an average of 1.7 Ulysses were sold every day. Overall the campaign has been responsible for a 51 per cent growth in sales.



### BRONZE

Hyundai broke into the 4x4 market with this campaign to create awareness of its new Terracan. It mailed prospects a pack explaining all the vehicle's details and benefits, but presented it as a map inside a case. Hot prospects were offered a test drive immediately. The overall response rate reached 6.87 per cent and from this, 40 per cent agreed to a test drive.

