

MARKETS

TELECOMMUNICATIONS

GOLD

Client

Orange

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Rebecca Rae

Leigh Roberts

Rachel Turner

John Wallinger

John Hemmings

SILVER

Client

Interoute

Agency

Bite

Other companies involved

The pH Group (database consultancy)

BRONZE

Client

BT

Agency

GyroGroup

Agency team

Gary Brine

Lesley Mason

Jo Szpunar

Darren Bolton

Pat Patel



SILVER

Telecommunications service provider

Interoute wanted to break into the corporate market in Europe, so DM agency Bite worked with The pH Group to create a database using "best of breed" lists. It used couriers to send spades to the 122 hottest prospects – generating 37 leads and more than 2.63 million euros of sales – from an investment of 14,566 euros.



BRONZE

BT beat the secretary barrier to deliver 7,500 hardback copies of a spoof of *Schott's Miscellany* to major UK business contacts, using personalised packaging. The book, devised by GyroGroup, used *FT*-style illustrations and blank pages to deliver its key message – why write 10,000 words when you can say it in 1,000 with BT? The response exceeded expectations, with a generated external rate of five per cent.



GOLD

It goes without saying that young people are the most eager mobile phone users and prolific texters, which was why Orange wanted to acquire as many new users among them as possible. However, 16 to 18 year olds are short of cash, so it had to offer the keenest deal possible. There are also innumerable deals on offer in the marketplace, so Orange's had to stand out.

Orange used a combination of lifestyle, Electoral Roll and third-party lists from student publishers and texting web sites to target 16- to 18-year-old, pay-as-you-go customers on rival networks.

The execution focused on key teen criteria such as the desire for fun, freedom and an active social life. The pack contained two toy "party animals", complete with air holes, which sprang out when the pack was opened. The accompanying booklet explained the benefits of Orange's £19.99 per month package offering 1,000 texts a year plus cut-price handsets using the same party animal theme.

The mailing delivered 2,499 new customers with a conversion rate of 2.24 per cent. An acquisition cost of just under £60 per customer beat the average for the network by 40 per cent.