

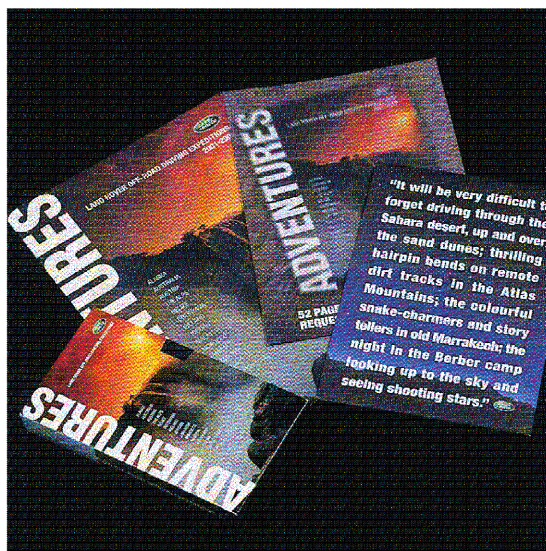
GOLD

For a national brand with global ambitions, a small promotions budget could prove limiting. Not so for Glenmorangie and its single Islay malt scotch whisky brand Ardbeg.

In the second year of a relationship marketing campaign for Ardbeg, the aim was to win over international malt drinkers to its club, the Ardbeg Committee. The trouble was, the company had only a 15 per cent increase in budget year-on-year. Extending the national mailing campaign globally was not an option.

So in year two, the core concept of the Ardbeg distillery and its loyal Committee was captured on a website. The internet has proved the perfect environment for Ardbeg's quirky 'Committee' concept, allowing members to chat online by calling an 'Extraordinary Committee Meeting'. New members complete questionnaires on their purchasing behaviour both online and offline.

Ardbeg has captured an eight per cent global share of the Islay malt market in 18 months, and is on schedule to achieve its three year target of recruiting 8,000 committee members across 60 countries a year early. "In business terms and for the way it leveraged the power of the internet intelligently in direct marketing, this is a great campaign," one judge said. "A really good example of what you can do with a small budget," said another.



SILVER

Research has identified that the most powerful means to build loyalty to the Land Rover marque is to involve customers in off-road experiences. While most owners never get to drive off-road, having the capability creates a desire to do so.

A selection of off-road Land Rover holidays, called Adventures, was the hook for a communication programme aimed at emotionally involving customers and enhancing brand perceptions.

Mailings, inserts, a video and a website informed customers about holidays ranging from the UK to Botswana. The brochure, translated into four languages, has been mailed to 140,000 customers around the world and has achieved a 9.4 per cent response rate.

GOLD

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