



SILVER

Lever Faberge knew that one of Persil's most loyal segments, 'Modern Grandmas', was becoming alienated by recent brand advertising.

A mailing was sent to 400,000 grandmas on its database asking for their laundry tips, which were collected in a booklet. A follow-up Christmas card continued the tips theme.

Almost 8,000 tips were sent in – a response rate of 2 per cent. Just under 24 per cent redeemed a 50p Persil coupon.



BRONZE

Pedigree Masterfoods embarked on a relationship programme for its Whiskas brand through a TV and press campaign offering a free Whiskas Kitten Care Pack, product samples and coupons to all kitten owners. The campaign recruited 35 per cent of the UK kitten-owning population – 10 per cent above target. Coupon response was between 20 and 30 per cent.