

BUSINESS DIRECT MAIL (LOW VOLUME)

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GOLD

IBM Global Services was not considered a major player in business consulting in the banking sector, so it sought to boost its profile to prove it had the experience – and the personal touch – to set itself apart from the competition.

Harrison Troughton Wunderman and its client identified key prospects as chief executives, chief information officers and chief strategic officers at 17 UK banks. One shared characteristic was that they all read the *Financial Times*.

One morning at 4am, HTW staff bought the first edition of the *FT* and customised it with two personalised inserts that were targeted specifically at each prospect. The first ad outlined IBM's 40 years' experience in the banking business, the second its personal approach. The papers were then biked to the target's workplace in time for their arrival.

One judge said: "What a brilliant idea – to turn today's paper into a piece of direct mail. They've shown that IBM isn't this great monolith and that customers are important enough to get a personal service."

On average the IBM Global Services team was able to establish relationships with two individuals within each company. As a result of this, the programme has already raised \$9.4 million (£5.5 million) in new revenue and IBM believes it will ultimately deliver \$45 million (£26.5 million).



GOLD

Client

IBM Global Services
Agency
Harrison Troughton
Wunderman
Agency team
Rob Kavanagh
Tony Haigh
Steve Harrison
Emma Orriss
Hamish Grant

SILVER

Client

Bank of Scotland
Business Banking
Agency
Rowan Marketing
Agency team
Katy Fox (client)
Jon Moseley
Howard Pay
Gaynor Hodgson
Liz Roberts
Dianne Parrish



SILVER

Bank of Scotland Business Banking took the unusual approach of sending flowers to promote its range of financial services and products. The target audience was the Welsh business community. The flowers were daffodils, timed to arrive in time for St David's Day. Results far exceeded targets, with 52 per cent converting to make appointments.

BRONZE

Client

bright
Agency
bright
Agency team
Chris Martin
Tim Lines
Nick Burton
Kevin Corcoran
Jeremy Hall



BRONZE

New DM agency bright chose direct mail to promote itself to prospects. It mailed contacts three-to-five times over a week with spoof letters purporting to be from people close to the agency including physicians and Tae Kwondo teachers. The aim was to get prospects to take the agency's follow-up call. As a result 13 per cent agreed to a meeting. It has generated more than £1m in projected fees.

