

### GOLD

The large number of entries in this category failed to deliver a high standard, judges said. The Gold winner, however, was a popular choice.

Glenmorangie's Ardbeg whisky is a single malt distilled on the island of Islay. To engage drinkers with the brand, Glenmorangie used The Ardbeg Committee, a CRM programme based around the idea that all communications are generated at the distillery itself using a tone of mock-committee speak.

In October 2002, a special bottling of the whisky was distilled for members. Glenmorangie used a special mailing pack to promote the Ardbeg Committee Reserve that 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 pinpointed their name and committee number from the book and completed the label with their details.

Results exceeded all expectations, with the bottles selling out within weeks at £45 each, against a mailing cost of just £1. In addition, the promotion has boosted web site traffic and online orders. Many members now take the handbook – a direct mail piece – around the world with them.

"This proves that award-winning work can be produced without huge budgets and complex programmes," the judges said.



### GOLD

*Client*

**Glenmorangie**

*Agency*

**Story**

*Agency team*

**Dave Mullen**

**Rebecca Wood**

**Sheila Gallagher**

**Sara Nicol**

**Bob Lovie**

### SILVER

*Client*

**Pedigree Masterfoods**

*Agency*

**MSB&K**

*Agency team*

**Craig Addy**

**Jon Darren**

**Lesley Gear**

**Martin Harrison**

**Mark Wilson**

### BRONZE

*Client*

**Diageo**

*Agency*

**Tullo Marshall Warren**

*Agency team*

**Sid Charles**

**Preston Rutt**

**Nick Emmel**

**Perminder Bhangra**

**Graeme Noble**

### SILVER

To encourage dog owners to buy more of its pet snacks around Christmas, Pedigree Masterfoods used postcards and emails to reach tightly targeted prospects from its 2.4 million database, segmented according to their propensity to "feed indulgently". Average purchase was 16.6 per cent, rising to 18.9 per cent from the strongest pack, with repeat levels at 69 per cent, up from 27 per cent. ROI was 171 per cent.

### BRONZE

To boost Christmas consumption of Guinness, Diageo sent a grow-it-yourself Christmas tree to 320,000 members of the Guinness relationship marketing programme. The call to action, requiring users to feed the plant Guinness, prompted 67 per cent of recipients to say they had bought or intended to buy the drink at Christmas, with 96 per cent recalling the pack.