

### GOLD

*Client*

American Express  
Services Europe Ltd

*Agency*

iSky Europe plc

*Agency team*

Adam Husbands

Karen Kirby

Lisa Southwick

### SILVER

*Client*

Médecins Sans Frontières

*Agency*

Personal Telephone

Fundraising

*Agency team*

Jane Cunningham

Rob Reaks

Denise Jones

Iain McRae

Wanda McRae

### BRONZE

*Client*

Volkswagen UK

*Agency*

Proximity London

*Agency team*

David Shortland

Peter Edgcombe

Duncan Gray

Liam Donnelly

*Other companies involved*

The Listening Company  
(telemarketing)



### SILVER

To raise awareness of its work and secure more committed donors among its target audience of surgeons, doctors and house doctors, Médecins Sans Frontières launched a telephone donor-acquisition campaign. Focusing on its work in the Sudan and using information updated daily from field reports and the MSF website, it beat all targets, in particular average gift values and gift aid levels, achieving an ROI of 1.7:1.



### BRONZE

Buying a car is a big decision so Volkswagen came up with a programme that uses a combination of telephone and mail to turn interest into sales. All leads are allocated a 'propensity-to-purchase' score with high scorers near their stated car replacement date entered into the programme and offered a test drive. Conversion to test drive is now over 150 per cent against target.



### GOLD

To introduce and promote its new American Express One business travel management service to small and medium-sized companies, American Express used a dedicated team of specialist telemarketers to run a personalised, dialogue-based campaign.

Smaller firms spend £1.8 billion a year on travel, yet are under-exploited, so American Express was keen to target this niche.

Typically, sales people make their own appointments to meet this segment of business, but American Express broke with this tradition and trained four dedicated staff on the product and on the business issues relevant to the sector.

The brand was launched in April with a telemarketing campaign designed to introduce the brand, enrich prospect data, glean insights into customer perceptions, and secure sales appointments.

If a call did not arouse immediate interest, a tailored communication process began. New customers were welcomed with a phone call, followed by a blend of dialogue, newsletters and account updates.

The campaign has beaten comparable launches in both cost and speed of acquisition by a factor of four. By the end of July it had already doubled its targets.

The judges were particularly impressed by Am Ex's degree of commitment to training agents and to its net effects.