

STRATEGY

ACQUISITION

GOLD

Client
Skoda
Agency
archibald ingall stretton
Agency team
Stuart Archibald
Steve Stretton
Matt Morley-Brown
Matt North
Melodie Vickers

SILVER

Client
Land Rover UK
Agency
Craik Jones Watson
Mitchell Voelkel
Agency team
Chris Jones
Pamela Craik
Jon Voelkel
Hugo Firth
Miranda Goodenough

BRONZE

Client
The Army
Agency
COI Communications/
Cramm Francis Woolf
Agency team
Matt Reynolds
Rachel Owen-Jones
Sam Daly
Gary Shacklady
Terry Trower
Other companies involved
Haymarket Customer
Publishing (Magazine
Publishers)
Mail Marketing Group
(Telereponse and
Fulfilment Handling)



GOLD

Alongside Skoda's more intangible task of tackling negative perceptions of its brand was the very real job of generating leads. The acquisition programme had to boost conversions to sale to meet ever-increasing sales targets.

Media consisted of inserts in national and motoring press, direct response ads in car magazine *Auto Express* and door-drops in selected catchment areas. Cold lists and media titles were selected by using a predictive response model built from previous responses.

Each lead was then graded in value as either hot, warm or tepid, according to the predictive model. Using this segmentation, various grades of follow-up direct mail were sent to leads, capped by a box mailing of a miniature Skoda car to hot leads.

For every £20 Skoda spends it generates a quality lead, down from a peak of £60 per lead. Judges described this cost per lead as "astonishing" and one that "most car manufacturers would die for". By July 2001 Skoda was ahead of its half-yearly sales targets.

SILVER

Inserts and direct mail are Land Rover's core acquisition vehicles, employing classic response techniques (media, lists and incentives) in a way that fully supports the brand.

Centralised response handling allows Land Rover to capture prospect data and qualify the value of every respondent. This is used to build a prospect database, and centrally book a test drive over the phone.



BRONZE

Camouflage, the British Army's youth loyalty scheme, has attracted 50,000 young people since its launch in September 2000.

A recruitment leaflet blends army themes with a 'street' look, and is distributed at schools and exhibitions.

Essential data, such as address, data of birth and email, is captured and augmented as membership continues.

