

STRATEGY

ACQUISITION

GOLD

Client

M&G Investments

Agency

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Wunderman

Agency team

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Other companies involved

Fresh (production studio)

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(illustration)

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(typography)

SILVER

Client

Land Rover

Agency

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Leigh Roberts

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Jon Voelkel

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Nick Traest

BRONZE

Client

Masterfoods

Agency

Proximity London

Agency team

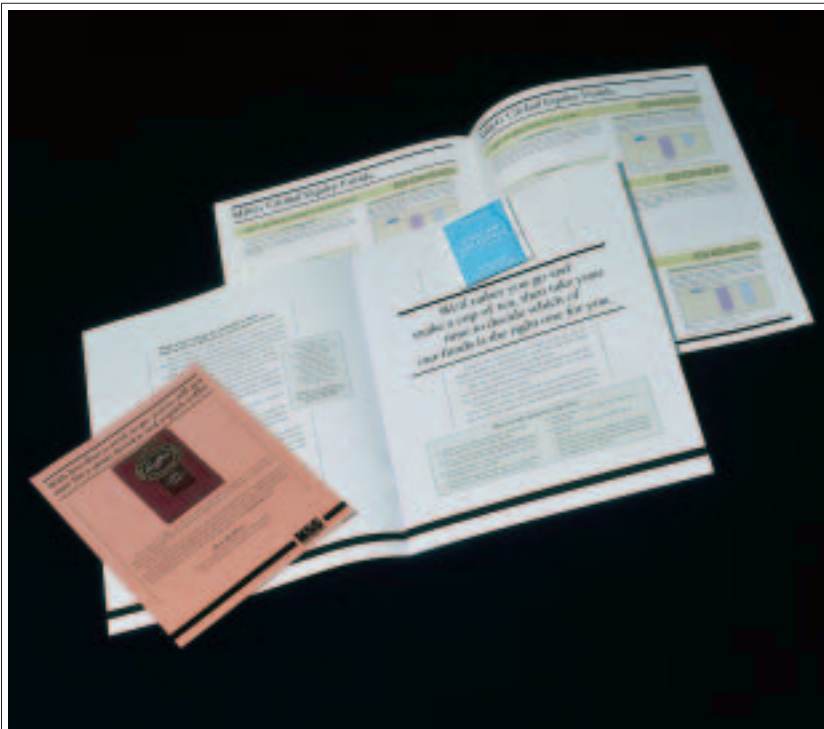
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Kathryn Scanlan

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SILVER

To expand the compact segment of the 4x4 marketplace, the Freelander needs to attract people who have never contemplated taking a 4x4 for a test drive. The agency's task is to identify potential owners, whose common feature is a wish to escape from the mundane.

In the past 12 months the campaign has delivered 9,481 qualified leads to dealers for extended test drives. Directly attributable sales total £33m.

BRONZE

A detailed national pet survey was conducted, using door-to-door in areas with high penetrations of cat and dog owners. The survey was aimed at owners of most common pets, including fish and cage birds, to spread the cost across the company's range of petfood brands.

The cost per response of £5.85 was considered to be very cost effective.



GOLD

The problems facing the financial markets were already apparent in the early months of the year, and investors were staying away in droves. Gross ISA sales, across the whole market, were down 31 per cent on the previous year in February and March, for example.

Yet for M&G it was a very good ISA season. In the January to April period, its market share rose by 24 per cent. Response rates were up by 30 per cent, yet its media spend had been cut by 35 per cent. This meant that its cost per response almost halved.

Behind these impressive results was a campaign built solidly on research. Surveys had established that the target audience was primarily aged 45 and over. To them, M&G was a trusted brand. And trusted advice was what they wanted, at a time of financial uncertainty.

From these insights evolved a strategy that called for long copy, to explain in straightforward terms what was happening in the markets, and what kind of investment policy made sense. The direct response ads – 48-sheet cross-track posters and press – were written with wry humour, and laced with nostalgic references to icons such as Bobby Moore and Percy Thrower. The sheer weight of copy underlined M&G's authority.