

# STRATEGY

## ACQUISITION

### GOLD

*Client*

**First Drink Brands**

*Agency*

**Presky Maves**

*Agency team*

**Stuart Woodington**

**Gary Willis**

**Peter Worster**

**Robin Presky**

**Catherine Tapp**

### SILVER

*Client*

**BBC TV Licensing**

*Agency*

**Proximity London**

*Agency team*

**Phil Holbrook**

**Liam Donnelly**

**Melanie Lawson**

**Peter Veash**

**Lucy Billington**

*Other companies involved*

**Capita** (call centre and face to face)

**Orchestra** (print)

### BRONZE

*Client*

**Bank of Scotland**

**Business Banking**

*Agency*

**Rowan Marketing**

*Agency team*

**Randip Kaur** (client)

**Edward Rowan**

**Dianne Parrish**

**Howard Pay**



### SILVER

Each year thousands of young people go to university without a TV licence. BBC TV Licensing wanted to nip this in the bud by targeting them before they fled the nest. Using the theme 'Practise Safe Telly,' it warned that students caught in the act could be on the receiving end of something extremely nasty – a £1,000 fine. Parents were targeted too and 75 per cent of applications came from the parental home.

### BRONZE

Asians give each other sweets at auspicious occasions – so why shouldn't Bank of Scotland Business Banking do the same to target Asian-owned businesses? Together with the purpose-built database of Asian prospects, BOSBB's mailer achieved an appointment rate of 75 per cent and has already produced £2.4 million profit in its first year.



### GOLD

The standard amongst the 2003 acquisitions entries had risen since last year's awards, judges were pleased to note.

Gold winner Glenfiddich was considered to be a "beginner's malt", especially in the discerning Scottish market. The aim for the brand was to convey the messages of quality and range to a specific, Scottish audience, recruit them for a CRM programme and build a database for ongoing communications, all for just £7.50 per recruit.

The identity of the brand was concealed in initial communications, a "brave approach," the judges thought. Instead reference was made to "the world's best malt whisky", as endorsed by *Whisky World*. More serious purchasers of four or more bottles of malt whisky a year were sourced from Experian's Canvase list and a press campaign was mounted in papers such as *The Scotsman* and *The Herald*. In addition, blind sampling activity took place in specialist outlets and venues such as golf clubs. The brand also ran an online competition on [www.scotchwhisky.net](http://www.scotchwhisky.net).

Response rates ranged from five per cent on inserts to 32 per cent on direct mail. Overall cost per response beat the target by 238 per cent at just £3.15, while 73 per cent of the database are frequent purchasers – 46 per cent above target.