

## GRAND PRIX

*Client*

Associated Co-op  
Creameries

*Agency*

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In an age when both communications and consumers are becoming ever more complex, this year's Grand Prix winner proved the adage that often the best work comes from the simplest concept.

Associated Co-op Creameries had a problem: doorstep milk delivery is a shrinking market and a concept forgotten by many consumers. ACC needed to remind potential customers about the convenience of having Co-op milk delivered to their home.

The solution was to be

found in ACC's back yard – literally – and led to one of the year's most evocative pieces of direct marketing. The ACC uses its own milkmen to leave empty bottles with notes for prospect households on their rounds. The apparently handwritten note, signed by a Co-op milkman, wishes them 'good morning' and a free pint of milk when they take up the service.

The Co-op's milk bottle delighted the judges on many fronts. It had creative simplicity in using an instantly-recognisable medium.

"The Co-op has plenty of spare bottles, so why not use them?," one judge asked.

It also avoided the temptation to overload the message, keeping the note to a single page written in large, legible handwriting. As one judge joked, you could envisage yourself reading it at 6.30 in the morning.

Prospects filled in the note and returned the bottle to the milkmen in droves: there was a 26 per cent increase on rounds that employ the doordrop and a cost per response of less than 49p per new customer. The milk

bottle has, not surprisingly, become a key weapon in ACC's acquisition armoury.

But perhaps the ACC milk bottle's biggest selling point for the judges was the doordrop campaign's effectiveness vis à vis other media. TV advertising of delivered milk, for instance, had clearly failed to stem the market's decline. As one judge summed up: "It's a brilliant argument for why direct marketing is a better medium than any other. The milk bottle as a door drop succeeds where conventional advertising has failed."