

## GOLD

The Skoda brand has undergone a dramatic transformation over the past couple of years, but there was quantitative evidence that a large chunk of the brand's target market still felt uneasy about the car and were likely to reject it.

The integrated campaign developed to address misconceptions about the Skoda brand is a multi-award winner in this year's DMA Royal Mail Awards for single-mindedly attacking Skoda's perception problems. The insert was a key plank in this, confronting the target audience's possible negativity head on, while generating response at the same time.

An acquisition predictive model, built from previous enquiries, helped select the right media for insertion. Market-leading motoring magazines such as *Auto Express* were selected, as well as national titles and relevant vertical press.

On the outside of the insert, respondents were asked to write down three words they would use to describe a Skoda. There was a surprise in store when they opened the insert to find their perceptions quashed by reality. A prize draw boosted response.

The insert exceeded internal targets and industry standards. Expecting a response of 0.1 per cent, the insert actually exceeded 1 per cent, with a low cost per response of less than £10.



## GOLD

*Client*

**Skoda**

*Agency*

**archibald ingall stretton**

*Agency team*

**Stuart Archibald**

**Matthew North**

**Melodie Vickers**

**Steve Stretton**

**Matt Morley-Brown**

## SILVER

*Client*

**Parcelforce**

*Agency*

**Joshua**

*Agency team*

**Lyndsay McMorro**

**Neil Bazell**

**Selina Vesey-Hague**

**Jacqui Perseval**

*Other companies involved*

**Carat (Media Buyer)**

## BRONZE

*Client*

**Vodafone**

*Agency*

**Harrison Troughton**

**Wunderman**

*Agency team*

**Dan Geaves**

**Alan Wilson**

**Diccon Driver**

**Steve Harrison**

**Vidhu Kapur**

## SILVER

Royal Mail needed to reposition Parcelforce's overnight package delivery service, Special Delivery, into the overnight courier arena.

An insert was placed in targeted trade magazines inviting prospects to 'experience the best kept secret in overnight delivery'. The creative used a 'spy' theme to intrigue respondents. Trial has risen and tracking research shows that a shift in perception has occurred.

## BRONZE

Vodafone used an insert to encourage customers to register for Footie on the Fone – latest football scores sent via SMS.

The insert featured slice-of-life vignettes – travelling on a motorway, boarding a bus – to convey the message that no matter where they were, subscribers would know the score.

A conversion rate of 2 per cent generated 40,000 extra subscribers.