

GOLD

Launching the Superb, its first executive car for 70 years, was a brave move on Skoda's part, given the lingering associations with the brand's less-than-reliable past.

A Millward Brown survey showed that 34 per cent of potential purchasers rejected the brand. Skoda's desired new market of fleet managers might prove sceptical, not least because of the price tag of £25,000 for a Skoda. They were likely to purchase on brand first.

The first step in the campaign was to conduct market research to ascertain barriers to purchase.

The findings revealed that the opportunity lay with those people who had a clear attitude to purchasing a fleet car – pragmatic and independent people who were looking for quality and value for money, rather than brand.

These findings led a media strategy of targeting key car and national press titles displaying pragmatic and independent attitudes. Skoda wanted to promote the emotional and rational values of a Skoda to the new fleet market.

The creative strategy was to have an insert showing that the Superb comes with a range of features such as air conditioning and a chilled glove box associated with more expensive cars.

The 0.23 per cent response rate was twice the forecast.



GOLD

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With the launch of the new Polo, VW wanted to appeal to a younger audience. The idea was, because the car is so strong, owners felt they could take on the world.

Two weeks after the launch of the above-the-line advertising, to exploit consumer awareness, came this insert disguised as an application form for a job as lion tamer. Response rates ranged from 0.02 per cent to 0.66 per cent.

BRONZE

Skoda Fabia is regularly voted What Car? Car of the Year. Still, some people prefer to buy a less well made and more expensive car. An insert aimed to save people from the embarrassment of buying a Supermini that was not the best in its class. Women were a target, so women's lifestyle magazines were used as well as the usual car titles. A response rate of 0.6 per cent was achieved at a cost of £10 per head.