

CONSUMER DIRECT MAIL (HIGH VOLUME)

SPONSORED BY EBIQUITA

GOLD

Client

Orange

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Nick Traest

Vaughan Townsend

Alison Payne

Rachel Turner

John Wallinger

SILVER

Client

Land Rover

Agency

Craik Jones Watson

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Agency team

Leigh Roberts

Becky Rae

Jon Voelkel

Hugo Firth

Miranda Goodenough

BRONZE

Client

Volkswagen UK

Agency

Proximity London

Agency team

Catherine Woolfe (client)

Chris Rambridge

Paul Faulds

Michelle Taylor

Tony Parsons

Barry Hunter

Other companies involved

The Sourcing Team
(bespoke ice tray manufacturer)



GOLD

For many youngsters, mobile phones have become an absolute necessity. Of much less concern to many of them, though, is the question of which network they use. Orange wanted to acquire new, young customers by offering them a relevant package and by communicating with them in an empathetic way.

For £19.99 a year, 'Orange out here' offered 1,000 text messages worth £100, plus other benefits to pay-as-you-go subscribers. Black and white photography had already been taken for the product, showing various aspects of an active social life. These pictures, pinned together with a bulldog clip, were used with the line 'Hold your social life together'.

Prospects were carefully selected from previously successful lifestyle lists. All were on competitive networks and spending at least £15 a month. Third-party lists were also tested successfully and will be used again.

The target for the campaign was a 0.5 per cent conversion rate, but it delivered 0.8 per cent, or 1,234 new customers.

"Good cut-through on the doorstep," the judges noted. "The reason for the success of the campaign was partly the targeting and partly the creative idea. It touched a nerve by recognising that young people use their phones to hold their lives together."

SILVER

Potential buyers of the Freelander 4x4 are not easily identified, the common factor being a desire to be free of humdrum routine.

Sales worth £33m are attributed to a campaign that has encouraged this elusive group to step forward. The Escape Kit includes a map pin and miniature toothbrush – useful while escaping, though the pack emphasises that true liberation only comes with the Freelander.



BRONZE

An ice tray able to make Polo-shaped ice cubes was used to promote a special edition of the car, which featured air conditioning as standard.

The mailing generated a response rate of 6.17 per cent. The special edition, produced to bolster sales of the old Polo in its final months, sold out and overall sales targets for the year were beaten.

