

**GOLD**

More than three-quarters of 16- to 25-year-olds use the train for leisure journeys, but only a quarter have a Young Person's Railcard, entitling them to a third off many fares. In part this is because awareness isn't as high as it could be, and there is some confusion about who within that age bracket is eligible. (The answer: everyone.)

Given those facts, it made sense to take one idea and present it in many different ways to reach a wide audience. That was the central thinking behind the train companies' integrated campaign to promote the card.

Instead of pushing the wonders of travel, the campaign focused on the misery of not going anywhere with the message 'Don't be a local'.

A prize draw with the prize of a weekend away for 10 was set up. Press ads in young people's magazines like *Mixmag* and *Kerrang* were followed by e-mails to encourage online response. Viral e-mails were used to get members of the target audience to bring in their friends. Youngsters responding the ambient media in pubs, or to online pop-ups were urged to 'Get out more'.

Sales rose by 24 per cent after the press launch. Awareness of eligibility increased by 14 per cent.



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**SILVER**

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**BRONZE**

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**SILVER**

Seeboard, the traditional supplier of electricity in the South-East, faced aggressive competition after deregulation. Although it saw itself as forward thinking, the public saw it as aloof and old-fashioned.

The campaign 'Where does it all come from?' used above-the-line, direct mail and telemarketing to promote a series of initiatives. By the time Seeboard merged with London Electricity in July, it had gained 170,000 accounts.

**BRONZE**

The campaign to support the AA's launch of its Buyacar service used press, online banners, e-mail, direct mail, posters and radio. It dramatised the benefits of buying a used car from the right person – like an AA mechanic.

The Buyacar web site achieved more than 200,000 visitors in its first four months, double the target figure.