

GOLD

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SILVER

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GOLD

The delivery of milk to the doorstep now seems from a bygone era, as supermarkets have come to dominate the market. To reverse this decline, the solution was a seemingly obvious yet ingenious use of the door-to-door medium.

Empty milk bottles were left on prospects' doorsteps, with a note offering a free bottle of milk, together with an invitation to join the service. Associated Co-op Creameries targeted non-delivery homes on existing routes, rather than creating new rounds.

It is a campaign so simple and cost effective – the ACC has plenty of empty milkbottles – that it is used to boost rounds on an ongoing basis. The milk bottle method delivers an uplift of more than 25 per cent every time it is used.

Judges thought the approach had much more relevance and cut-through than the traditional door drop or direct mail. "If they had just popped the note through the letter box as a door drop, it would have died," said one judge. Overall the campaign was judged "a superb use of door-to-door as both the medium and the message".

SILVER

The Whiskas Taste Challenge is a proven format used by Whiskas to convert cat owners to pouch food. Having previously used mail to deliver the pack to prospects on the Whiskas database, the audience was then widened by a 10 million door-drop. More than 80 per cent of responses came from new customers, helping Whiskas increase its penetration of cat-owning households from 20 to 30 per cent.



BRONZE

The first time Skoda used door drops on behalf of its dealers, it managed to beat expectations by 100 per cent. Postcode sectors matching the profile of Skoda owners were selected. The creative promoted Skoda's Fabia and Octavia models by setting people the rather obvious task of spotting the Skoda inside. Each door drop contained dealer contact details and a map.

