

GOLD

Client

VSO

Agency

Leonardo

Agency team

Stuart Button

Wesley Hawes

Dave Brady

Sue Hendrikz

Lindsay Egmore-Frost

SILVER

Client

United Nations

Children's Fund

(UNICEF)

Agency

TBWA\GGT Direct

Agency team

Nick Moore

Tony Clewett

Mandy Duffy

Andy Male

BRONZE

Client

ATOC

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Chris Lonie

Andy Maxwell

Miranda Arnold

Caroline Parkes

Emily Shepherd

Other companies involved

Unique Digital (digital direct response agency)



GOLD

There's a perception that organisations seeking volunteers to work in developing countries are only interested in people with particular skills, such as teaching or nursing.

The challenge for Leonardo was to convince people that the net goes much wider than that. At the same time, the agency had to create awareness of, and attract visitors to, the Volunteering World exhibitions in London and Manchester. All on a very limited budget.

Ambient media were chosen to utilise the surroundings and illustrate the range of unusual skills that could be of interest. For example, a sticker pointing to a beautiful example of graffiti carried the message 'Whoever did this, see stand A1: VSO – teaching graphics in Ghana'.

Among the media used were telephone booth and rubbish bin stickers, 48-sheet poster sites (with graffiti), ad vans and tree posters. All were relevant messages, as the judges pointed out. For instance, the tree posters talked about environmental issues.

Attendance targets at the two exhibitions were met, at a reduced cost per attendee. There was a much higher than expected attendance from two hard-to-reach target groups: people with a business or management background, and people in the 35 to 49 age range.

SILVER

Last October, 400,000 Afghan child refugees faced temperatures of minus 20 degrees and potential starvation. With only minimal budgets available, the strategy was to make UNICEF's appeal part of the news.

Five thousand autumn leaves were distributed in London, printed with a message directing supporters to the charity's web site. The idea secured editorial coverage worth an estimated £160,000.



BRONZE

This year's Grand Prix winner used the full range of media to promote the Young Person's Railcard. As the main message was 'don't be a local', ambient media were used in pubs.

Beer mats, match books, glasses and heat-sensitive urinal stickers encouraged drinkers to engage in sado activities like finger football, but also to participate in the campaign's prize draw.

