

GOLD

Trouble TV is Flextech TV's youth channel whose programmes include comedy, drama, music, reality TV and celebrity gossip. It wanted a relationship marketing programme that built loyalty amongst its core, but fickle, 14-to 18-year-old target market in a cost-effective, interactive and measurable way.

The solution was a daily draw, 'Watch txt and win' promoted through the Txt God, an icon who hands down wisdom from on high in the form of jokes and quotes. All entrants, winners and losers, are sent text messages the next morning.

"Creatively this was spot on," said the judges. "They were absolutely talking to these kids in the tone of voice they use on the streets."

A database of 100,000 has been built, double the target size. The judges said this commitment to build a database was rare for a broadcaster, and was an impressive feature of the campaign.

Even more impressive was how Flextech TV engages its database members on a daily basis. Among 16-to-24 year olds, ratings during Easter half-term increased by 56 per cent on the previous February half term.

Despite strong competition, Flextech TV, coincidentally the TV category sponsor, was "the out and out winner".



SILVER

Kellogg's used digital media to create pre-launch awareness and demand for its new fruit based snack, Real Fruit Winders, among its target audience of 10-to-12 year olds.

A new 'underground' language, Chewchat, was invented, and the campaign embraced a website, e-cards, pop-ups and stickers in magazines. As a result, the ad launch had to be delayed to allow production to gear up and meet demand.

BRONZE

To promote its Coco Pops cereal, Kellogg's created a series of brand response campaigns aimed at a seven-to-10 year old audience. Through TV, the internet and packaging, the kids were invited to interact with the brand's Coco character and his friends. Sales increased 48 per cent while an email database of 29,000 subscribers has been created.

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Client
Flextech TV
Agency
Billington Cartmell
Agency team
Mike Chattey
Eileen Keighley
David Booth
Lord Russell Grineau
Other companies involved
Alchemetrics (Database Supplier)
Aerodeon (Mobile Distributor)

SILVER

Client
The Kellogg Company of Great Britain
Agency
Leonardo London
Agency team
Judith Ball
Steve Williams
Guy Bowden
Matt Bryson
Annie Bird
Other companies involved
Leo Burnett (Brand Advertising)
Cake (PR Agency)
Mindshare/m digital (Media)

BRONZE

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