

GOLD

When it wanted to drive trial and repeat purchase of its new formulation Surf washing powder ('Guarantees to remove 99 of the most common household stains or your money back'), Lever Fabergé used a door drop coupon to prompt action and gain data for future loyalty activity.

The key was to recognise that today's generation of clothes washers were more interested in *Heat* magazine than housework. Normal laundry advertising tended to treat women as mums who fret about washing. Lever Fabergé's 'Filth' door drop used irreverent language and a creative that poked fun at snaps of stained Z-list celebrities to show the benefits of Surf. A high-profile coupon completed the package.

The mailing targeted users of Daz, a key competitor, within a 10-minute drive of Asda. Though overt data capture was sidelined to minimise drag on purchase, name and address data was captured for future activity.

The door drop outstripped the average in a low-interest category, achieving 1.33 per cent redemption against a minimum expectation of 0.02 per cent. It also contributed to a 22 per cent sales uplift in the target Asda stores.



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The Guardian needed to promote its monthly study looking at how well the Government was fulfilling its promises on public-service provision, using results from the borough of Enfield as a representative. Claydon Heeley Jones Mason used ambient advertising, leaflets and targeted door drops three days beforehand, with an offer of a free paper when the feature appeared. Enfield circulation figures for Monday issues of *The Guardian* in which the feature appeared remain 6.9 per cent higher.

BRONZE

Partners Andrews Aldridge recruited members of the Art Fund – a charity that raises money to help museums and galleries buy and display art – by using door-to-door distribution in London districts with a high audience penetration. The campaign achieved a six per cent conversion rate.