

GOLD

Client
Guardian Newspapers
Agency
EHS Brann
Agency team
 Lisa Joyce
 Richard David
 Claire Siggery
 Ross Keenleyside
 Simon Armstrong

SILVER

Client
Masterfoods
Agency
Proximity London
Agency team
 Derrin Stent
 Nicola Rogers
 Ho Raven
 Kathryn Scanlan
 Nicky Maskell

BRONZE

Client
Virgin Mobile
Agency
Liquid Communications
Agency team
 Olly Raeburn
 Nick Pearce
 Anna Pearson
 Micky Stemmer
Other companies involved
Purple Creative
 (creative)



GOLD

EHS Brann's work for *The Guardian* was the unanimous choice of the judges in a category that produced a "real mixed bag" of entries. In their words, "the campaign got the targeting absolutely right, followed every rule of door-to-door, and excelled at it". *The Guardian* has been monitoring public services in Enfield in relation to the Government's pledge to improve such services nationally. This editorial initiative provided an opportunity to boost sales locally.

The offer, a free copy of the newspaper, and discount vouchers for the remainder of the week, was timed to go out just before the monthly articles on Enfield.

Districts were selected by postcode according to those that offered the greatest circulation potential. The top tier was removed so as not to cannibalise existing sales. Similarly, the bottom tier was dropped on the grounds that they were unlikely to trial the paper, whatever the offer.

The first doordrop went to 17,000 residents. The second, enclosed with local newspapers, had a distribution of 30,000 in similar districts.

In the days supported by the doordrops, sales rose by 10.8 per cent and 9.23 per cent respectively. Enfield circulation figures for Monday issues of *The Guardian* remain 6.6 per cent higher.

SILVER

Conscious that databases of pet owners become out-dated, Masterfoods used door-to-door to distribute questionnaires in areas of high pet ownership. To maximise cost-effectiveness, the forms covered cats, dogs, birds and fish.

Cost per response worked out at £5.85, considered a 'steal' in view of the depth of information gathered and its relevance to the company's portfolio.



BRONZE

Virgin's irreverent character was reflected in the use of a sick bag as a doordrop. The message: 'Miss out on two free flights and you might want one of these'.

The campaign sought to drive traffic to outlets stocking Virgin mobile phones. It got an overall sales uplift in participating accounts of 45.5 per cent. Virgin achieved its highest share to date in Carphone Warehouse at 10.8 per cent.

