

### GOLD

CHEP UK, a manufacturer of pallets and trays for transporting fresh produce, conducts regular audits of its equipment while in stores such as ASDA, Morrisons and Sainsbury's. Field agencies carry out this logistically daunting task, which involves physically counting trays on a single day.

When CPM was given the complex job of covering 660 customer and retail outlets over one day in July, it gave a new slant to the normal face-to-face and paper briefings. Nearly 250 auditors were briefed via a video featuring TV presenter Annabel Croft in a style echoing her TV programme *Treasure Hunt*.

In the video, Annabel demonstrated the reporting procedure, emphasising the importance of an accurate audit and generally glamorised the task. Auditors were sent a copy of this video to their homes.

The campaign was a stunning success. Close to 2 million pieces of CHEP equipment was counted, and 100 per cent coverage achieved. Results were fed back to the client the next day.



### GOLD

*Client*

**CHEP UK**

*Agency*

**CPM**

*Agency team*

**Richard Skeels**

**Chris Simmons**

**Justin Friend**

**Sali Fox**

**Richard Edwards**

*Other companies involved*

**William Martin**

**Productions (Video Design Agency)**

### SILVER

*Client*

**Guinness UDV**

*Agency*

**CPM**

*Agency team*

**Richard Skeel**

**Justin Friend**

**Tammy Carter**

**Jessica Smith**

*Other companies involved*

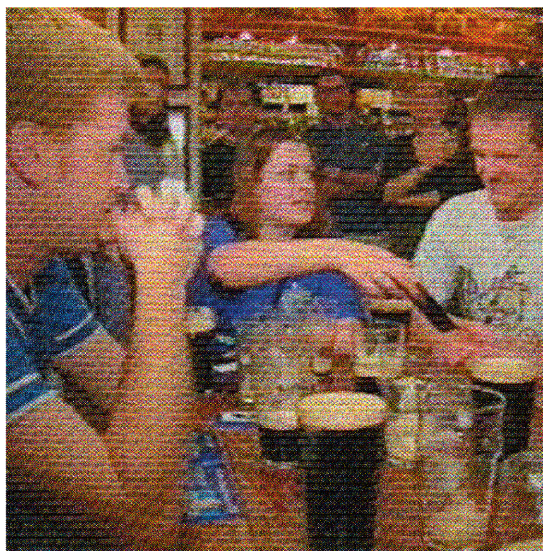
**CPM Intelmark**

**(Telemarketing)**

**CPM Mobile Marketing**

**Triangle (Promotion**

**Agency)**



### SILVER

To encourage pubs to stock Guinness Extra Cold, themed nights were organised at 1,500 outlets where 1,400 field marketers distributed 'first pint' vouchers to all 18- to 34-year-old males. An interactive dice game followed, with a second free drink voucher at stake. All outlets were merchandised by field staff prior to the themed night. Ninety per cent of the licencees who took part rated the activity as 'excellent' or 'very good'.

### BRONZE

*Client*

**Virgin Mobile**

*Agency*

**Liquid Communications**

*Agency team*

**Olly Raeburn**

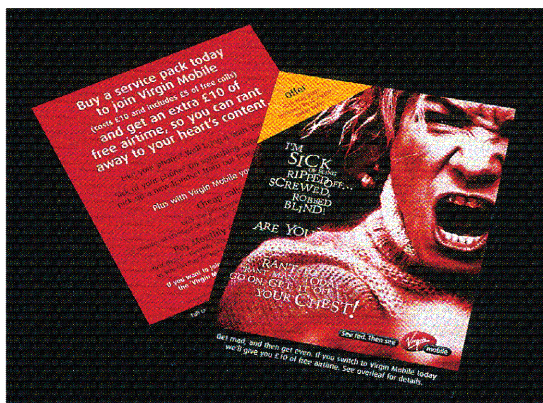
**Nick Pearce**

**Anna Pearson**

**Cameron Walker**

*Other companies involved*

**Purple Creative (Creative Agency)**



### BRONZE

To drive footfall in its outlets, Virgin Mobile sent people's champion Rant Man into Virgin Megastores and V.Shops. Promotional staff accompanying Rant Man dished out Virgin Mobile leaflets and stress balls. Outlets visited by Rant Man and the team saw a marked sales increase against norms. In the Kingston store, for instance, sales were lifted 100 per cent on the day.