

GOLD

One of the problems the judges faced in this category is the wide range of activities covered by the term 'field marketing'. Despite the feeling that they had to compare bananas with apples and carrots, they found what they believed was a worthy winner.

A tour of major shopping centres to find the CosmoGIRL of the Year was simultaneously used as a soft launch for the title, which targets teenage girls. The five-date tour began in the summer half term week, 2001, and included such high-footfall locations as Bluewater and the Arndale Centre.

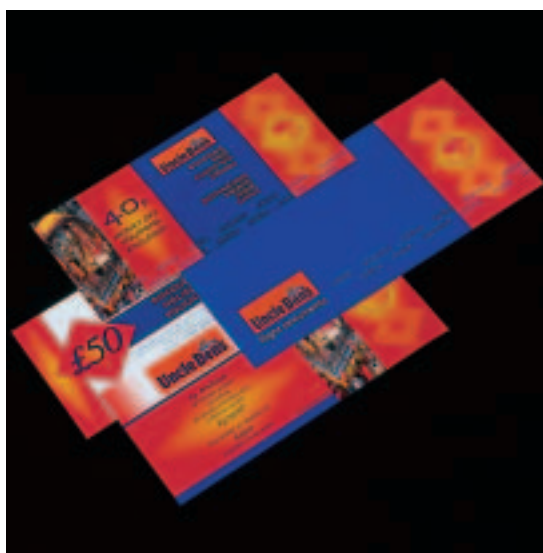
Promotion ahead of the events included full-page ads in the magazine, e-mails to registered users of the web site, and letters to subscribers.

Because advertising support for CosmoGIRL's launch had been limited, the aims included encouraging trial and future sales, and driving traffic to the magazine's web site.

Coty joined the project as a partner, giving girls a chance to enjoy a mini-makeover. Four live sets a day were performed by teen star Boniface.

Footfall and chances to see exceeded 256,000. Sixty thousand individual samples were given out, and 2,000 instant prizes were won.

The judges saw this as a well-targeted and well-executed campaign, with impressive results.


GOLD

Client

CosmoGIRL!

Agency

KLP Euro RSCG

Agency team

Karen Delaine-Smith

Nina Lainas

Leena Patel

Sophie Henn

Paul Parkinson

SILVER

Client

Masterfoods

Agency

i2i Face To Face

Marketing

Agency team

Fiona Sutherland

Louise Fletcher

Anna McCallum

Other companies involved

Vipex (custom built

exhibition trailers),

Creative Effects (special effects production)

SILVER

To jolt consumers' perceptions of the Uncle Ben range, a virtual world tour was provided inside a specially constructed giant 'jumbo jet'.

Holidays and holiday vouchers were on offer in a free prize draw as they left the aircraft. They then went to a demonstration kitchen to see Uncle Ben dishes prepared and to receive a free sample. Sales in participating stores rose by 81 per cent.

BRONZE

Client

Diageo

Agency

CPM

Agency team

Tammy Carter

Anne Marie Spears

Justin Friend

Other companies involved

Triangle (sales promotion agency), **Lexis Public Relations** (PR)

BRONZE

Eighty-five two-person teams were used for the Archers Get Together campaign. One took photographs of people enjoying the drink for later posting on the web site, while the other handed out game cards that ensured everyone won at least a disposable camera or a photo frame.

The promotion drove sales up by 15 per cent and introduced 30,000 consumers to the site.