

BUSINESS DIRECT MAIL (HIGH VOLUME)

GOLD

Client

COI Communications/
Royal Air Force

Agency

Tullo Marshall Warren

Agency team

Alex Burley

Tabitha Hammond

Preston Rutt

Richard Megson

Natalee Twining

Marc Michaels (client)

Julia Randall (client)

SILVER

Client

Axa Sun Life

Agency

Rapier

Agency team

John Townshend

Chris Lapham

Deb James

John Hiney

Robert Crilley

BRONZE

Client

Xerox

Agency

Harrison Troughton

Wunderman

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Kerry Bell

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Steve Harrison

Gideon Maier

Donna Brown



GOLD

Many professional people see life in the armed forces as too regimented and restricted. However, the forces need highly qualified people for some key jobs, and believe they can offer a more interesting and varied option to 'civvy street'.

The RAF needed to recruit a number of anaesthetists with at least three years' experience. A target audience of 2,000 was identified. They were sent an 'alternative medicine' mailing which included a pastiche bottle of pills to cure 'itchy feet', 'tunnel vision' and 'repetitive strain injury'.

The pack was designed to be memorable, and to stand out from the mass of mail received by most medical professionals. Life in the NHS is fine, was the message, but think how much more exciting it could be in the RAF.

However, a switch of careers is not a decision to be taken lightly. For this reason, detailed fulfilment packs were sent to the 93 who responded.

As the judges pointed out, the initial mailing used intelligent humour to present a serious proposition. The creative treatment was completely on target.

"We felt that in this category, it just stood out," they added. "Overall, the entries were good, but this pipped everything else to the post."

SILVER

Independent financial advisers were targeted with a mailing disguised as a will to draw their attention to Axa's Isle of Man estate planning bond, a means of reducing inheritance tax for high-worth individuals.

Despite a depressed market, the target was to raise new business income by 30 per cent. The campaign achieved a 62 per cent rise, with a response rate from IFAs of 11.15 per cent.



BRONZE

The Xerox WorkCentre Pro 416 is a digital copier/printer that claims to be much more reliable than analogue machines.

Staff spend too long hanging around copiers, cursing their inefficiency, it was suggested. To dramatise this point, targeted clients were sent either a worn carpet tile or a Polaroid of one. This international programme achieved a response rate of 12 per cent and sales of \$4.6m.

