

RETAIL (INCLUDING HOME SHOPPING)

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SILVER

Ocado is a state-of-the-art online supermarket service set up in partnership with Waitrose. Targeting busy, affluent shoppers, it is being trialled in Hertfordshire, with plans to expand soon into the Greater London area. The launch campaign focuses on the idea that consumers were all very demanding as kids, so why aren't they more demanding now? This concept is distilled into the slogan 'Supermarket shopping, the way it should be'.

Direct mail and hand-picked poster sites were used initially, later reinforced with radio. An incentive of £10 off the first five shops over £75 is used to encourage online shopping to become a habit. The strategy has been one of slow roll-out, and learning from results. Response rates of 3.7 per cent to 6.3 per cent have been achieved.



SILVER

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BRONZE

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Other companies involved
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Services (production)



BRONZE

Renting a film or game is no big deal for most people, which can make spending patterns volatile. Half the customers active in one quarter can be inactive the next. To counter this, Blockbuster established its Premier programme, targeting its best customers.

Five mailings were distributed between April 2001 and March 2002. These were segmented to reflect customers' individual interests, such as DVD, VHS or games, and each included a bonus card to drive loyalty. Behaviour was monitored against that of a customer segment receiving no communications.

The first mailing went to 740,000 customers. Over a 60-week period, visits by these customers increased by 15.9 per cent. This equates to two million incremental transactions worth £8.4m, from an investment of £826,000.

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