

BUSINESS DIRECT MAIL (LOW VOLUME)

GOLD

As the judges well know, this is a category notorious for lavish spending and “putting things in boxes”.

“It was so refreshing to find that the object at the heart of this mailing was a paper plate,” they said. “Instead of throwing money at the problem, they threw intelligence at it.”

Condor is a new player in the over-crowded field of film and TV post-production. Most creatives and producers have their favourite suppliers, so the problem was to persuade them to try a new company.

In Condor’s hands, the mailing suggested, the paper plate could become the most powerful spaceship in the galaxy. The boast was supported by an online film clip of the alien spacecraft. Potential clients were invited to set the company a challenge.

Of the 1,000 target audience, more than half saw the movie. Of these, 200 registered further interest. This generated a significant prospect pool for Condor’s sales staff. Among the largest clients acquired in the company’s first year of operation, at least half resulted from this campaign.

“The campaign says ‘we care as much as you do’,” said the judges adding, “It had great cut-through.”



GOLD

Client

Condor Post Production

Agency

TBWA\GGT Direct

Agency team

Nick Moore

Claus Larsen

Jim Thomas

SILVER

Client

Bank of Scotland

Agency

Rowan Marketing

Agency team

Jon Moseley

Dianne Parrish

Edward Rowan

Howard Pay

James Graham

BRONZE

Client

Not applicable

Agency

Harrison Troughton

Wunderman

Agency team

Steve Harrison



SILVER

Accountants can play a key role in introducing new clients to banks. In a concerted attack on the English business banking sector, Bank of Scotland targeted 50 individuals with a two part mailing – ‘can opener’ and ‘can’.

The results were spectacular – 46 people responded and 35 converted to appointment. The business that resulted generated a net profit of £484,000 for an outlay of £22,000.



BRONZE

It’s almost impossible for young creative students to get job interviews with creative directors. Evidence was cleverly faked to suggest to leading creative directors that they had actually met two students while drunk at the Cannes advertising festival, and offered them interviews.

Ten of the 14 directors responded within two days. Within a week, the students had eight book critiques and a job offer.