

CONSUMER DIRECT MAIL (LOW VOLUME)

GOLD

Client

United Nations
Children's Fund
(UNICEF)

Agency

TBWA\GGT Direct

Agency team

Nick Moore
Andrew Pogson
Rob Steeles
Fiona McArthur
Lester Stratton

SILVER

Client

Crosby Homes (Lancashire)

Agency

Marketing Advantage
DDB

Agency team

Kathryn Park
Catherine Clark
Simon Clark
Simon Dunn
Graeme Grant

BRONZE

Client

Vodafone

Agency

Harrison Troughton
Wunderman

Agency team

Richard Johnson
Ian Mitchell
Dominic Evans
Vidhu Kapur
Janet Campbell



GOLD

Agency staff went with UNICEF officials on a field trip to Ethiopia, to assess at first hand the water shortage problem. The result, said the judges, was a pack that “reeks of authenticity” and that generated “absolutely fantastic results”.

Donors were being asked to change the lives of an entire village in the Omo region, through the provision of clean water.

The strategy was to target donors of high potential value, and ask them to make a real difference with gifts of £1,500. It was recognised, however, that if these supporters were being asked to give so much money, they had a right to know exactly where the money was going. So they were sent the field notes of hydrologist Adane Bekele, including a costs breakdown from his computer.

Adane's wish was to install 90 hand pumps by the end of 2002. He now has the funds to install a further 100 next year. The campaign raised £543,229 against a target of £239,125.

“This case history that belies the view that charities are behind other sectors in analysing high value versus low value segments of their database,” commented the judges.

SILVER

Unable to open a sales office or show home at a prestigious development site because of the traffic they might generate next to an historic abbey, Crosby targeted 4,400 potential buyers with an invitation to an exclusive pre-launch preview presentation.

As a result, 10 of the 17 homes were sold in the first week, before a stone had been laid.



BRONZE

A convincing-looking pay envelope with the message ‘Get paid as you talk’ was in fact a special offer from Vodafone to lapsed users of its pay-as-you go mobile service. They were told that when they topped up their phone, the company would match the sum in calling credits.

The mailing attracted a 15 per cent response rate, and generated more than £2.3m in additional revenue.

