

GOLD

Hearts sink in many companies when the task comes to choose a handful of graduate recruits from hundreds of potentially worthy applicants. Saatchi & Saatchi devised a self-selection system that also saved the agency £12,000 on fulfilment packs.

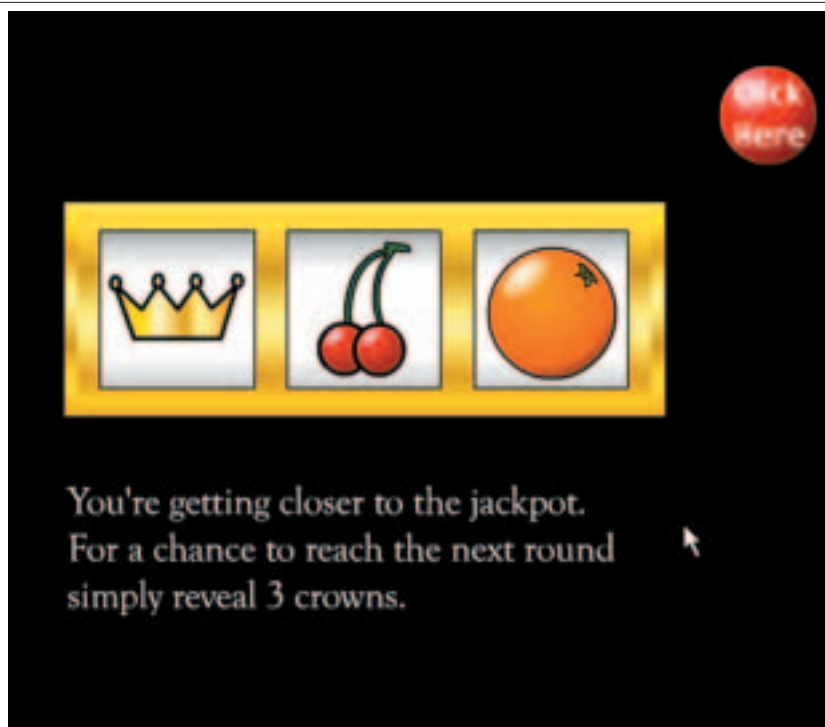
For three weeks during the Christmas holidays, students had an opportunity to apply online for a job at Saatchis. After completing all the usual details, including a CV, they found themselves taken into a second stage, where they faced a series of unpredictable timed challenges.

If they were too slow, or unable to meet any of the challenges, their application was terminated. But that wasn't necessarily the end. The database was able to record exactly who participated, and how many attempts they made.

Almost 1,900 students went to the site. Of these, only 167 persisted beyond the early stage, and only 60 got through all the challenges. After a series of telephone interviews, 18 were called in for a second interview.

The system was designed to identify candidates with determination and the ability to think 'outside the box'.

"Cracking results, and great use of the medium," the judges enthused. "It showed a clear understanding of the audience, and their willingness to try and try again to get into Saatchis."



GOLD

Client

Saatchi & Saatchi

Agency

Saatchi & Saatchi

Agency team

Terence Bly

Peter Vincent

Andy Naughton

Kate Morris

Lulu Pearl

Other companies

involved

Oliver Payne (interactive creative)

SILVER

Client

Condor Post Production

Agency

TBWA\GGT Direct

Agency team

Nick Moore

Claus Larsen

Jim Thomas

BRONZE

Client

The Kellogg's Company of Great Britain

Agency

Leonardo

Agency team

Judith Ball

Matt Bryson

Richella King

Ivar Eden

Andrew Mitchell

Other companies

involved

Leo Burnett

(brand advertising),

Mindshare (media)

SILVER

Condor, as the new kid in the crowded film and TV post-production sector, needed to demonstrate its capabilities if it was to win business away from established suppliers.

They did this with an online film showing how they could turn a paper plate into a convincing alien spaceship. In the company's first year, half its new business wins were attributable to the campaign.

BRONZE

For a limited time only, Coco Pops became Croco Pops, when Crafty Croc wreaked havoc with Coco Monkey and his friends. This advertising story line was brought to life on the Coco Pops web site to increase interaction with the brand.

In the following six months, visitor numbers to the site doubled to 1,200 a day, with 83,000 unique visitors spending an average of 23.5 minutes on the site.