

### GOLD

The VSO's multimedia campaign to recruit volunteers scored with the judges on a number of levels.

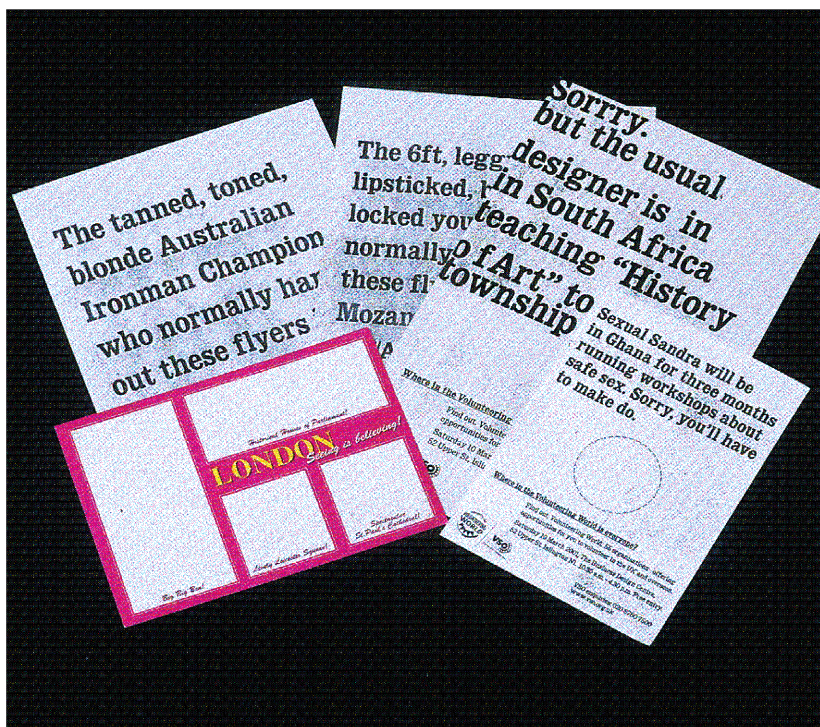
The organisation wanted to broaden its volunteer pool by recruiting from a wider range of employment categories than usual, and encouraged prospects to attend a volunteering exhibition.

Each piece of communication is poorly executed, allegedly because the person originally responsible has volunteered for the VSO.

The full gamut of the more cost-effective print media was employed: posters, mock prostitute cards, a very amateur street entertainer, and bar postcards with missing photographs.

The judges were thrilled at the way in which the idea had been crafted for each medium – the mark of a truly integrated campaign. Outdoor media and an 'aesthetically challenged' hit squad of leaflet distributors were particularly effective.

Such an approach was always likely to create enough noise to generate free media coverage – a key aim of the campaign. Through TV, press and radio coverage VSO said it received publicity that doubled the total media value.



### GOLD

Client

V.S.O.

Agency

Leonardo London

Agency team

Stuart Button

Wesley Hawes

Dave Brady

Gary Sharpen

Sue Hendrikz

### SILVER

Client

Skoda

Agency

archibald ingall stretton

Agency team

Steve Stretton

Matt Morley-Brown

Matthew North

Melodie Vickers

James Pais

Other companies involved

Fallon (Ad Agency)

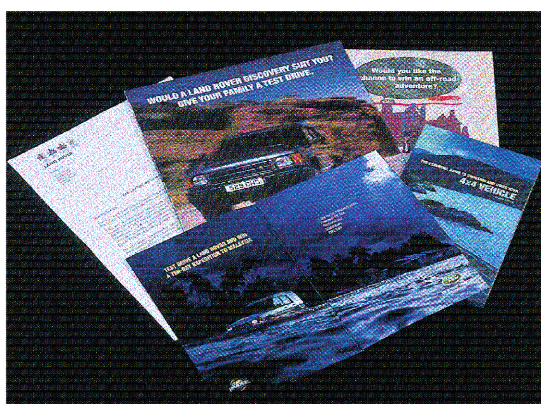


### SILVER

Skoda wanted to transform rejectors of its brand into converts and boost sales. A multi-media plan was needed for its multiplier effect in tackling these challenges.

The campaign consisted of 48 sheet posters addressing brand perceptions and response-generating media such as inserts and door drops.

For every £20 it spends, Skoda receives a quality lead – a cost per response well below industry norms.



### BRONZE

To meet Freelander sales targets Land Rover used TV, direct mail and inserts to target drivers of saloon and estate cars.

All media promoted the Freelander as a truly liberating experience, generating nearly 7,000 test drives.

For an investment of £875,000 (excluding TV media) sales of more than £41 million were achieved – a return on investment of 47:1.

### BRONZE

Client

Land Rover

Agency

Craik Jones Watson

Mitchell Voelkel

Agency team

Chris Jones

Pamela Craik

Jon Voelkel

Alistair Bryan

Laurence Slater

Other companies involved

Mindshare (Media Buying)

WCRC (TV)