

GOLD

Client

Witan Jump

Agency

CCHM

Agency team

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Other companies

involved

The Coltman Media

Company (media)

SILVER

Client

Skoda

Agency

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BRONZE

Client

M&G Investments

Agency

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Other companies

involved

Fresh (production studio)

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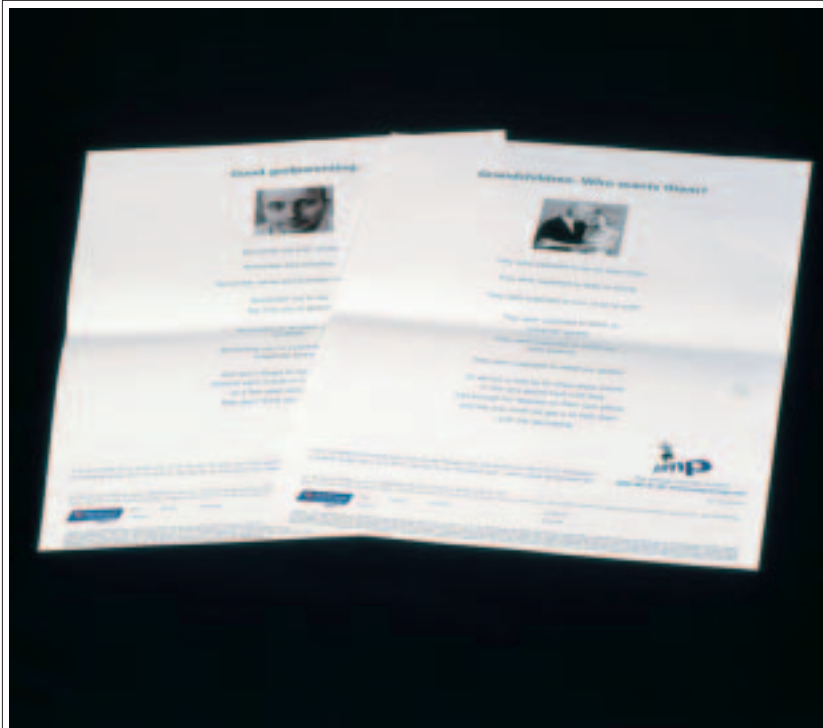
(illustration)

Kevan Ansell

(typography)

Zed Media (media

buying)



SILVER

One startling fact to emerge from market analysis was that 80 per cent of all Skoda Octavia SDi's sold in 2001 were bought by taxi and private hire companies.

This sparked a niche campaign in *The Sun*, for its mass-market reach, and *Taxi & Private Hire*. The message: some passengers may still have problems with the Skoda brand, but professional drivers don't. Taxi sales continue to prosper.

BRONZE

Research yielded the insights on which the M&G press and poster campaign was built. It established that the brand was trusted by its target audience, most of whom were aged over 45, and that there was a lot of confusion about investment strategies.

Long copy, tailored to the age group, resulted in a 125 per cent increase in enquiries, with a 35.8 per cent drop in cost per response.



GOLD

Unlike many special accounts set up by banks or building societies to encourage parents or grandparents to save for the next generation, and based on fixed returns, Witan Jump offers the potential of investment with greater gains, long term.

Its approach to response press advertising has been different, too. Written as a letter from a child, it expresses the child's point of view, not that of the usual financial institution.

Full-page colour ads were used in lifestyle magazines aimed at parents and relatives, such as *Junior* and *Choice*, and in monthly investment magazines like *Personal Finance* and *Moneywise*. Mono spaces were taken in the financial sections of the nationals.

The standards were high in this category, the judges said, but Witan Jump's entry stood out.

"The company has tried hard to go down a different route," they added. "The market has been a disaster zone, but the results here are good."

From a campaign spend of about £250,000 between September, 2001, and March, 2002, the company attracted over 13,200 responses. This was substantially above the forecast level of around 9,000. The average value of investment was £1,258, an increase on the previous year.