

**GOLD**  
*Client*  
Automobile Association  
*Agency*  
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Wunderman  
*Agency team*  
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Chris Catchpole  
Tracy O'Halloran  
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**SILVER**  
*Client*  
BUPA Care Homes  
*Agency*  
WWAV Rapp Collins  
North  
*Agency team*  
Shanni Baum Smith  
Dave Comyn  
*Other companies involved*  
Mediavision  
(media buyers)  
BUPA Care Homes  
(client)

**Paintwork**

SFX: Phone being answered.

Man Selling Car: Hello?

Man Buying Car: Hello there, I'm calling about the car that you have advertised in today's paper.

Man Selling Car: Oh excellent, excellent.

Man Buying Car: Can you tell me what colour it is?

Man Selling Car: Yes, it's metallic blue.

Man Buying Car: And how thick is the paint on the car?

Man Selling Car: (Laughs) Well, it's normal paint thickness...

Man Buying Car: (Interrupts) It's just I need to know that it's between 80 and 120 microns, because that's the standard paint depth...

Man Selling Car: (Interrupts) You what?!

Voice Over: When you buy a used car online at AA Buyacar, the bodywork is thoroughly checked – right down to the thickness of the paint.

Man Selling Car: Look, it's a standard paint job. Honestly, you can't expect me to know how many microns my paint is, I'm not a scientist...

Man Buying Car: But you would be able to measure it for me while I wait?...

Man Selling Car: (Interrupts) Of course not, I don't have that kind of equipment...

Man Buying Car: You do have a micrometer don't you?

Man Selling Car: No! I have a car!

Voice Over: AA Buyacar. You'll find us at the AA.com.

**SILVER**  
Classic FM was chosen as the ideal channel for a campaign from BUPA designed to encourage people to take a long-term view of the possible need for care for their loved ones.

The primary audience were AB (C1) people aged 45 and over who might have one or two parents or in-laws alive. In addition, the campaign targeted older people from the same socio-economic segments who might be thinking of care for themselves or their spouses.

Creatively, the ads had to resonate with the target audience on an emotional level. Over nine weeks the campaign generated just over 4,000 responses. At £22.85, the cost per lead proved much lower than for full-page colour ads, inserts, and advertorials.



**GOLD**  
Only two awards for radio – a category which, this year, the judges considered very disappointing.

There were, though, full marks for the AA and the radio segment of its integrated campaign to promote Buyacar, its online service selling ‘nearly new’ and second-hand cars.

“This was amusing and brave of the AA,” said the judges. “The ads got their point over very quickly, and the humour was excellent.”

Across a range of media, the campaign compared buying a car from the AA, renowned for its skilled mechanics, with the risk of buying from strangers. Radio was the core element. Although the ads sounded as if they were recordings of actual telephone calls, the agency in fact used highly trained improvisation artistes.

The aim, of course, was to drive customers to the Buyacar web site. The site attracted over 200,000 visitors in its first four months – double the target figure. This compares with only 300,000 in two years for the comparable service from JamJar.com, the agency submitted – though the judges pointed out that the AA enjoyed the huge advantage of being an established brand.

All responders and visitors to the site were added to a customer development communications programme to convert and cross-sell other AA services.