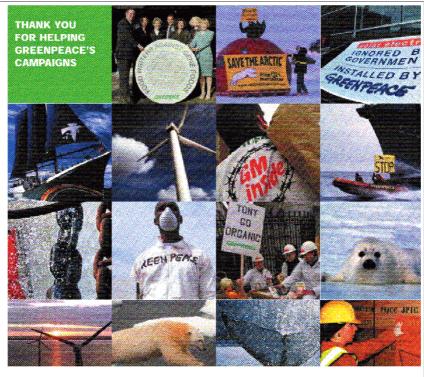
SILVER

As part of its ongoing climate change campaign, Greenpeace linked its effort to lobby fuels giant BP on renewable energy development with a financial appeal to existing Greenpeace supporters. A key element of the campaign was to force the subject of climate change on to the agenda at BP's AGM.

Around the time of the AGM, a mailing was sent to regular, high-value Greenpeace donors with an appeal for further funds.

Outbound
telemarketing was
used to canvass
non-responders, with call
scripts allowing the caller
to summarise the
campaign issues along
with a request for further
financial support. Callers
were thus able to explore
issues surrounding
complicated campaigning
work and translate this
into reasons for giving.

Having rejected a similar appeal by direct mail, supporters contacted by telephone added, on average, £68 to their annual donation.







Agency-only online recruitment company PlanetRecruit used a multi-call telemarketing strategy to win business.

The first call promoted a one-month free trial. Prospects were then invited to become a paying customer. Two weeks after sign up, a welcome call ironed out any problems.

On average customers have been recruited at a cost of £350 compared with an annual revenue potential of £3,000.

BRONZE

To promote its products specialist insurance provider Alico had12 operators calling 'warm' lifestyle data prospects, then progressed to cold data. The feedback obtained was so detailed that it allowed Alico to formulate new insurance products.

Monthly acquisition volume has grown from 2,500 in 2000 to an average of 6,500 policies per month in 2001.

SILVER

Client
Greenpeace
Agency
Pell & Bales
Agency team
Brian Searle
Alex Bremner
David Bodsworth

SILVER

Client
PlanetRecruit
Agency
The Listening Company
Agency team
Martin Williams

BRONZE

Client
Alico
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Telegen UK
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Tony Kinghorn
Steve King
Alison Varley
Jez O'Neill
Mike Perry

Marketing Direct