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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.



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Client
Greenpeace
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Brian Searle
Alex Bremner
David Bodsworth

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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



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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 had 12 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.

