

GOLD

As a category, telemarketing lacked quantity but made up for it with quality, the judges said. The winning entry, in particular, “was a great campaign, demonstrating that with creative thinking, telemarketing can be very successful,” they added.

It is, in fact, an on-going programme for the NSPCC, designed to re-activate previous supporters who have not made a donation in the past one to three years, and have not responded to mailings.

The script has multiple objectives. It thanks the donors for their previous gifts, and then points out to them how important regular contributions are in providing the NSPCC with assured income. It talks about the charity’s key achievements of the past three years, including the newly launched virtual children’s centre, there4me.com.

Donors are invited to recommence their regular gifts at amounts from £2 to £10, depending on their previous level of support. They are encouraged to set up a direct debit straight away, and to use Gift Aid, so the charity can reclaim tax.

But the script also contains a number of profiling questions to increase the NSPCC’s ability to forecast those most likely to sign up again as regular supporters. The overall response rate is 32 per cent. Return on investment has increased from 2.6:1 in the first year to 7:1 in year four.



GOLD

Client
NSPCC
Agency
Pell & Bales
Agency team
Brian Searle
Neil Halliday
Jonathon Grapsas
Lee Jackson

SILVER

Client
Consumers Association (Which?)
Agency
Subscriptions Marketing
Agency team
Steve Parker
Phil Morgan
Howard Colvin

BRONZE

Client
BT Business
Agency
AnswerCall Direct
Agency team
Debbie Shields
Janet Gilkinson
Esther Doherty
Ryan McBroom
Christine Rankin
Other companies involved
Strata (mailing house)

SILVER

Which? magazine loses a quarter of its subscribers each year. Readers phoning to cancel their subscriptions are now transferred to Subscriptions Marketing, who talk through the benefits to them, in their circumstances, of continuing to take the magazine.

The overall retention rate fluctuates, but has been over 35 per cent.

BRONZE

BT’s Talking Business events for smaller companies were under threat because of falling attendances, which had dropped to 50-60 against a target of 200. AnswerCall Direct has succeeded in taking attendances back to target levels. At Newmarket Racecourse it achieved 292.

Training was thorough on all aspects. The creative touch was to get operatives to imagine they were inviting friends to a party.