

GOLD

Client

Royal Bank of Scotland

Agency

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Other companies involved

MediaCom TMB (Media

Agency)



GOLD

There often seems little to distinguish the 1,500 credit cards currently fighting for a share of the UK consumer's wallet. Research has shown that consumers are distrustful of some of the claims being made by providers, and often stick with the devil they know.

A commercial to promote Royal Bank of Scotland cards cleverly plays on this incredulity.



Client

monster.co.uk

Agency

Saatchi & Saatchi

Agency team

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SILVER

Based on the idea that 'inner voices' dictate our actions, an ad campaign by online recruitment website Monster.co.uk suggested that for career advice we should listen instead to experts. Ads depicted people's inappropriate actions and warn 'Beware of the voices'. The campaign has achieved 87 per cent brand recognition among its target audience. Weekly page impressions were up 251 per cent on the previous year.



BRONZE

Client

Imperial Cancer

Research Fund

Agency

WWAV Rapp Collins

Agency team

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Sandra Money

BRONZE

The Imperial Cancer Research Fund used DRTV to encourage the public to 'go the extra mile' and donate to cancer research. The ordinary people affected by cancer are portrayed doing extraordinary things, without the ad appearing mawkish. Real cancer patients were used in the filming. As soon as it was aired, the ad gave a 38 per cent uplift on previous results.



flextech
television