

### GOLD

*Client*  
**Automobile Association**  
*Agency*  
**EHS Brann**  
*Agency team*  
**Patrick Collister**  
**Lu Dixon**  
**Graham Dexter**  
**Jonathan Melrose**  
**Martin Harrison**  
*Other companies involved*  
**Zenith (media buying)**

### SILVER

*Client*  
**Cancer Research UK**  
*Agency*  
**WWAV Rapp Collins**  
*Agency team*  
**Maria Philips**  
**Sandra Money**  
**Corinne Leloup**  
**Lucy Brazier**

### BRONZE

*Client*  
**NSPCC**  
*Agency*  
**Saatchi & Saatchi**  
*Agency team*  
**Howard Willmott**  
**Duncan Marshall**  
**David Droga**  
**Sally-Ann Dale**  
**Stephen Corlett**



### GOLD

Young men were the prime target for an AA recruitment drive. Tricky, since this is an audience that tends to think a breakdown is something that won't happen to them – and if it does, they'll be able to fix it themselves.

Fear, then, is not a major motivator, but embarrassment could be. The 30-second ad shows a youngster ruining his jeans as he tries to mend his car. A van pulls up and the blokes inside ask if he needs a hand. When he says 'yes', they say he should have joined the AA.

The pay-off line comes from the stranded driver: "They're right, but I wanted these jeans". Membership of the AA, it is suggested, could well cost less than a pair of trendy jeans.

"Good, well-crafted and rounded," said the judges. "It showed a clever understanding. The execution was perfect for the audience."

Targets were based on average results for the year 2000. The campaign drew almost 22,000 responses between January and May 2001, and resulted in a reduction in the cost per sale from £94 to £89.58.

### SILVER

Fading images in a mirror communicated the fact that one in three will get cancer at some point in their lives. This was the launch campaign for Cancer Research UK, its aim being to 'cure cancer faster'.

Winner of a Gold award in the fundraising category, the ad doubled the response rate of one developed by one of the charity's predecessors, resulting in a dramatic improvement in return on investment.



### BRONZE

A striking ad from the NSPCC showed a real-life father abusing his cartoon son. The message was that cartoon figures aren't affected by abuse, but 'Real children don't bounce back'.

In the four weeks of the campaign, calls to the NSPCC helpline doubled. NOP research showed that 77 per cent of people felt they were more likely to call the helpline if they suspected child abuse.

