

MEDIA

OUTDOOR/AMBIENT

GOLD

Client

V.S.O.

Agency

Leonardo London

Agency team

Stuart Button

Wesley Hawes

Dave Brady

Gary Sharpen

Sue Hendrikz

SILVER

Client

Associated Co-op

Creameries

Agency

Partners Andrews

Aldridge

Agency team

Mark Hanson

Kristian Foy

BRONZE

Client

Family Planning

Association

Agency

Saatchi & Saatchi

Agency team

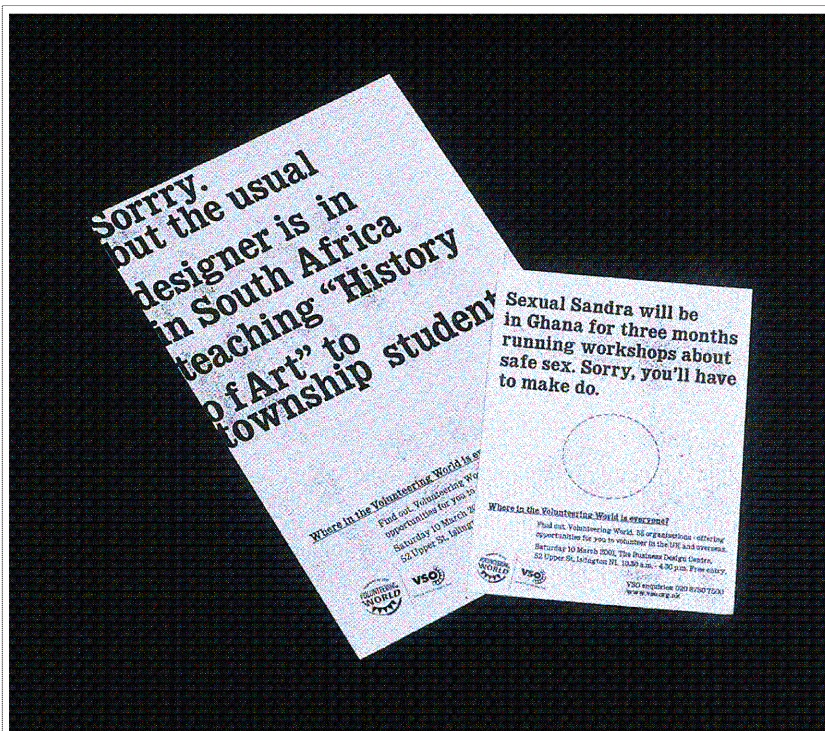
Chris Arnold

Jo Arscott

Tessa Evans

Other companies involved

Boomerang (Distribution Service)



GOLD

A multi-media campaign to recruit Voluntary Service Overseas volunteers scooped the highest number of individual DMA Royal Mail awards this year. To add to its tally, VSO won Gold in outdoor/ambient, from a selection of entries that judges felt were better thought out than in previous years.

The VSO's campaign strategy is simple. It is to recruit volunteers from all walks of life, not just from the staple pools of teachers and nurses, by highlighting the value of volunteer work versus more everyday jobs.

Pieces of communication have been creatively cocked up – ostensibly because the people responsible for putting them together have quit their jobs to work in the developing world. Hence the poster that failed to become a press ad, because the booker has gone to China to help with a community magazine.

As well as boosting recruitment levels, VSO needed to encourage prospects to attend a volunteer exhibition, Volunteering World, in London. Poster sites were selected and guerrilla hit squads handed out flyers at key Underground and mainline stations. The exhibition attendance target of 3,000 was comfortably met.

Overall, the campaign's creative aim was that each medium became an ambient device because of the underlying creative idea. This they achieved, in the judges' opinion.

SILVER

To remind people that they can have fresh milk delivered to their door, Associated Co-op Creameries uses its own milkmen to leave an empty milk bottle on the doorstep of non-delivery households. Inside is a note offering a free pint of milk when they take up the service.

There is a 26 per cent increase on rounds that employ the doordrop at a cost per response of less than 49p per new customer.



BRONZE

To promote its CES sexual health line, The Family Planning Association distributed postcards of a naked man with a hole punched out of his groin to 500 clubs, bars and cinemas across the UK. Market stall holders were recruited to place stickers on phallic-shaped fruit and vegetables. Customers were then offered a free condom. Almost 90 per cent of the cards were picked up.

