

### GOLD

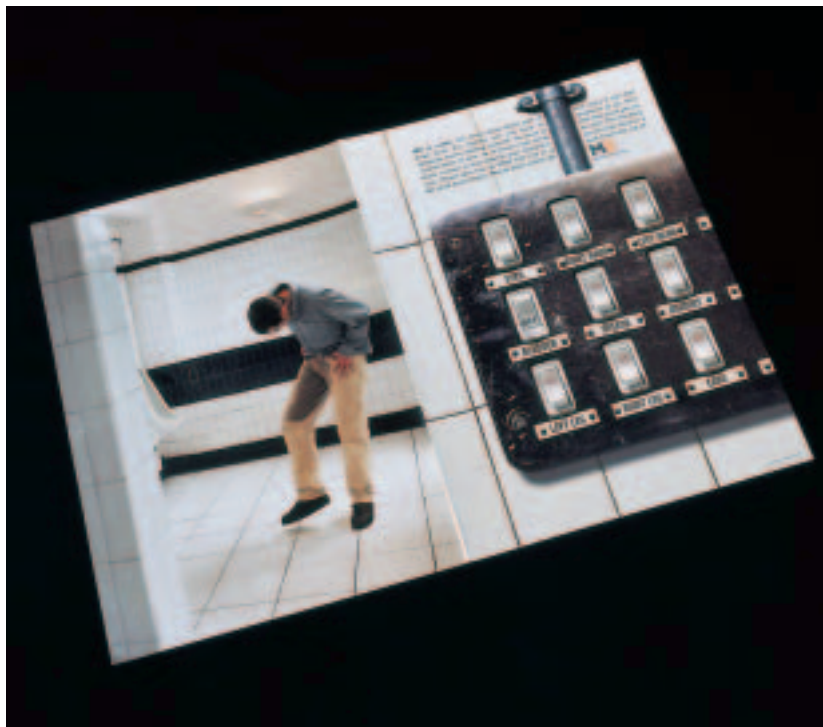
In a category that attracted 72 entries, the winner stood out above all others, the judges reported. "Overall, the standard was very high, although some entries were a tad worthy rather than outstanding, perhaps because of the pressures to be conservative in the present economic climate," they added.

Saatchi & Saatchi devised a campaign for the Multiple Sclerosis Society to coincide with the London Marathon. The ads appeared in the national press and on cross-track posters in the London Underground.

The aim was to contrast the debilitating effects of the disease with the able-bodied runners, using a switch device to show the unpredictable way in which MS can switch off parts of the body.

Part of the problem for the agency was the recognition that people donate to charities for which they feel empathy, yet relatively few have direct experience of MS. Hitting the right tone was essential to generate that empathy.

The judges applauded "such compelling art direction". "Everything about the art direction was so sympathetic to the disease that you had to be emotionally involved," they declared.



### GOLD

*Client*

**The Multiple Sclerosis Society**

*Agency*

**Saatchi & Saatchi**

*Agency team*

**David Droga**

**Colin Jones**

**Michael Campbell**

**Roger Kennedy**

**Olivia Blanc**

### SILVER

*Client*

**Land Rover**

*Agency*

**Craik Jones Watson**

**Mitchell Voelkel**

*Agency team*

**Nick Traest**

**Vaughan Townsend**

**Jon Voelkel**

**Hugo Firth**

**Laurence Slater**

### BRONZE

*Client*

**Thomas Cook**

*Agency*

**Carlson Marketing Group**

*Agency team*

**Chris Martin**

**Tim Lines**

**Carolyn Williams**

**Christine McGill**



### SILVER

As a compact and therefore relatively inexpensive 4x4, the Freelander appeals to a wide and diverse audience, but one that shares a wish to be free of humdrum routine. Inserts and direct mail are used to identify prospects and when they are likely to be in the market to buy. The Flicker Book mailing goes out six months ahead of the purchase dates provided by these potential customers.



### BRONZE

Thomas Cook tackled the problem of attracting early group bookings for its ski holidays by mailing early bookers soon after their return from the slopes. The passion for skiing was hammered home with rough drawings and ski- and snowboard-obsessed copy. It communicated empathy, and provided comic relief from the boredom that lay ahead of the next season.