

CONSUMER DIRECT MAIL (LOW VOLUME)

GOLD

Client
Smile
Agency
Liquid Communications
Agency team
Andy Annett
Katie Skea
Other companies involved
Purple Creative
(Creative Agency)

SILVER

Client
Guardian Unlimited
Agency
KLP Euro RSCG
Agency team
Phill McVicar
Jamie Putnam
Paul Parkinson
Brett McKibbin
Other companies involved
Dudley Jenkins List
Broking (List Broker)

BRONZE

Client
Skoda
Agency
archibald ingall stretton
Agency team
Stuart Archibald
Matthew North
Melodie Vickars
Steve Stretton
Matt Morley-Brown



GOLD

Humour was a key weapon in a test mailing by Smile.co.uk, one of the first wave of online banks in the UK launched in 1999.

The mailing had a serious mission however – to drive people online to find out more about Smile’s products, and also to experiment with targeting people while at work.

Given that the target customer for Smile is much younger than the average bank customer, a traditional financial mailing was never an option. Humour and targeting would be critical to its success.

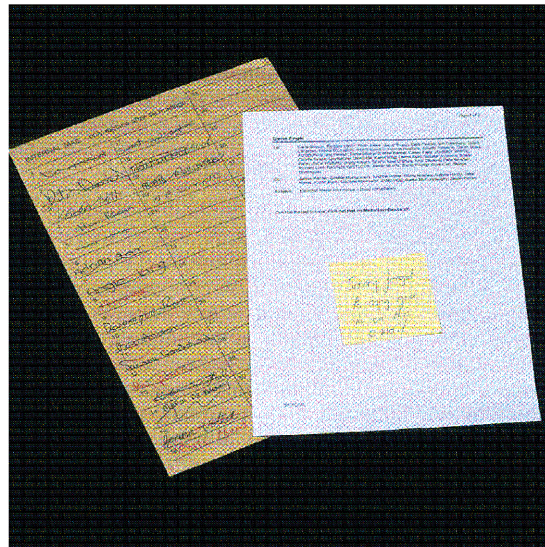
Key influencers likely to publicise Smile by word of mouth were identified and mailed at work with a ‘Pants’ pack. The inclusion of a pink pair of pants was guaranteed to cause a stir in the office.

The appropriateness of the ‘Pants’ concept, being both a current vogue phrase in the youth lexicon and a play on the notion that you can wear what you like when banking from home, was not lost on the judges. “A clever idea, well crafted,” was their verdict.

In a market where a 0.5 per cent response is considered average, the mailing achieved a response of more than 7 per cent.

SILVER

To promote its news website, Guardian Unlimited sent 25,000 cold media prospects a typical office internal envelope with a list of 19 names. The last box was personalised to the recipient. Inside was an email with a Post-It apologising for the late delivery. The email urged recipients not to be “the last to know” and to visit MediaGuardian.co.uk. In two months the number of unique users doubled to more than 85,000.



BRONZE

To tackle negativity about its brand, Skoda chose cold lists and mailed prospects a Skoda car badge, encouraging them to take “the rest of it” for a test drive. Each lead was segmented to allow telephone and retailer follow-up, as well as future direct mail. Skoda’s first cold mailing exceeded the expected two per cent response rate and helped shift attitudes to the brand.

