

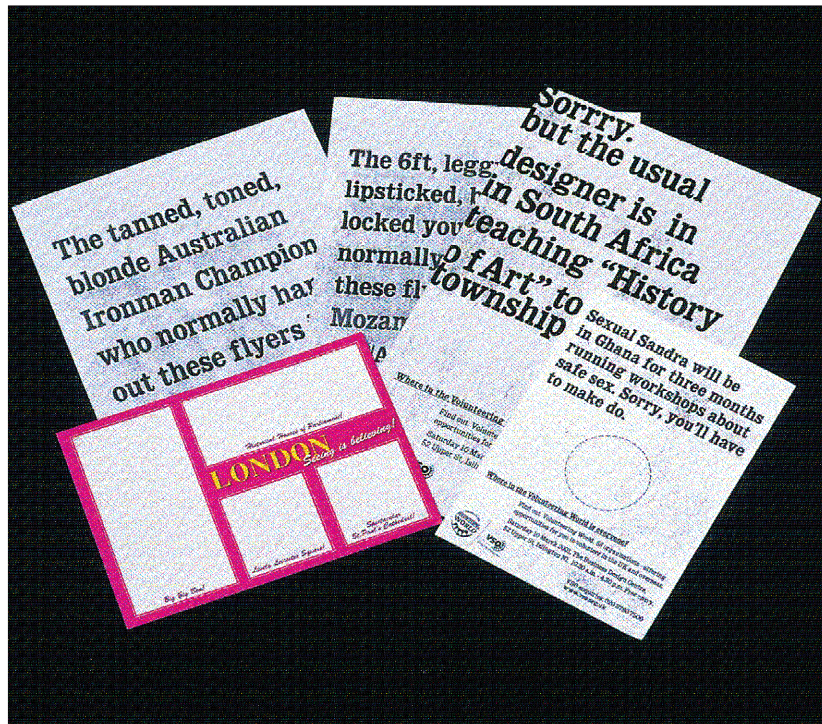
GOLD

The job of bringing to artistic life the concept behind VSO's multi-faceted campaign to recruit volunteers was a tricky one. Designed to persuade a more diverse group of people to volunteer for VSO work, the art direction, or the seeming lack of it, would be pivotal.

Art direction needed to dramatise the creative concept – the effect of the 'unexpected volunteer's' departure upon communications. And this artistic theme had to be conveyed across a number of media: posters, press, postcards, flyers and ad vans.

In all, the type and layout are deliberately amateurish and poorly executed. The flyposter's typography and layout is particularly hamfisted, because the usual designer is teaching art history in South African townships.

Among some beautifully executed entries, the judges praised VSO for its creative bravery.

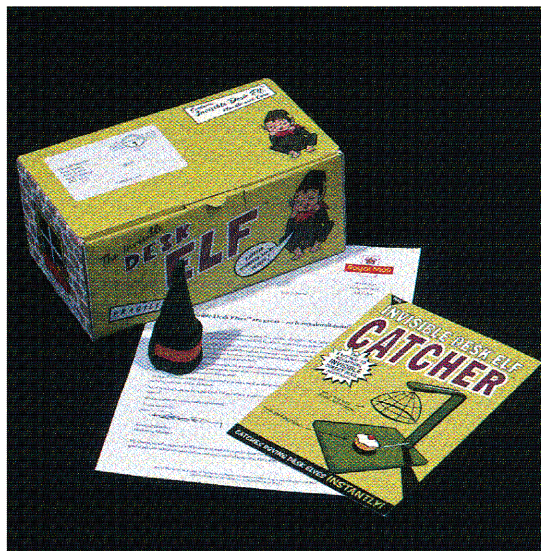


GOLD

Client
V.S.O.
Agency
Leonardo
Agency team
Stuart Button
Wesley Hawes
Dave Brady
Gary Sharpen
Sue Hendrikz

SILVER

Client
Royal Mail
Agency
OgilvyOne Worldwide
Agency team
Rae Stones
Fiona Sandhay
Jo Coombs
Rachel Gregan
Gary Bridge
Other companies involved
Carat (Data Planning)



SILVER

Royal Mail positioned Insight, its website offering marketers a free source of information about direct mail, as the extra pair of hands or 'desk elf' that marketers often wish they had. To promote this idea, a box mailer was sent to junior and medium-level marketers, featuring the words 'Invisible Desk Elf' and containing nothing but a small elf's hat with the Insight web address on it, and an explanatory letter.



BRONZE

Designers look for paper products that will stand out in a crowd. Inspired by the history of Curtis Fine Papers' factory premises as a former distillery, the manufacturer sent a mailing to designers that featured copy, texture and a range of colours bearing the whisky influence. The dark textured 'Islay' paper actually contains real mash from a distillery.

BRONZE

Client
Curtis Fine Papers
Agency
Oneagency
Agency team
Dave Mullen
Liz Holt
Bally Pabla
Rebecca Wood
Bob Lovie
Other companies involved
The Picture House