

CREATIVITY

COPY

GOLD

Client

M&G Investments

Agency

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SILVER

Client

Orange Small Business

Agency

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BRONZE

Client

Prudential

Agency

TBWA\GGT

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Other company involved

WCRS

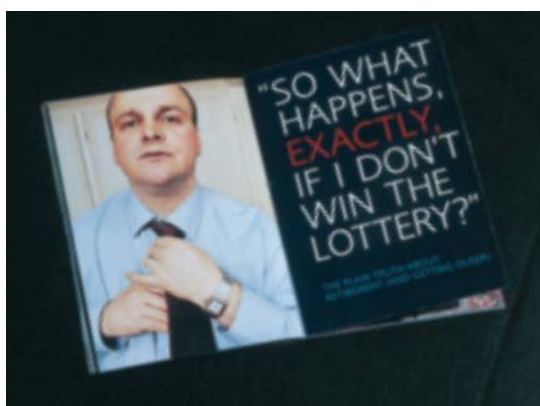


SILVER

Rather than mail cold SME prospects, Orange wanted to build its own list of interested companies. With this in mind, it developed an above-the-line TV ad where viewers could request a pastiche of a management guide by its very own 'hard-nosed businessman'. All respondents are now in a prospect pool to receive further mailings.

BRONZE

A mini money book was the Pru and TBWA\GGT's answer to developing a conversation about money matters to prospects without the hard-sell. The tactic worked. Mailed to 3.2 million prospects, phone and web response was 9.9 per cent. Forty per cent of these then proceeded to its financial planning process, turning into 129,000 purchases of one or more new Prudential products.



GOLD

"The task of engaging someone for 20 minutes with a compelling story, while staying true to the brand and producing sparkling copy is difficult to do," one judge remarked of the Copy finalists. Yet M&G managed to pull off this Herculean task.

Clarity, wit and charm are in short supply in financial advertising copy, so M&G Investments was keen to demystify the investment market by explaining the key elements of its 2003 ISA season of products clearly and simply.

In order to promote its range of ISAs and bonds, as well as its new M&G Cazanove Fund of Funds, M&G wanted to explain what ISAs and bonds actually were, explain the new Fund of Funds and describe the benefits of the partnership of M&G and upmarket niche financial services provider Cazanove.

Four full page ads were created, one for each of these tasks. The first was part of an ISA campaign that increased M&G's market share in this sector by 20 per cent. The second backed a bonds campaign that led to £127 million being invested into M&G bond funds. The third and fourth tackled the M&G/Cazanove link, generating 6,995 responses for a new, unfamiliar product, the Fund of Funds.

Leads were fed into the M&G central database, where they were scored and followed up with a mix of outbound calling and mail to maximise conversion.