

## GOLD

This year's Grand Prix winner was "a genuinely new strategic and creative use of interactive TV as a response tool," according to the judges.

To engage a wide spectrum of people with the problems of young homeless people, charity the Depaul Trust used what it claims is the world's first truly interactive television advertisement.

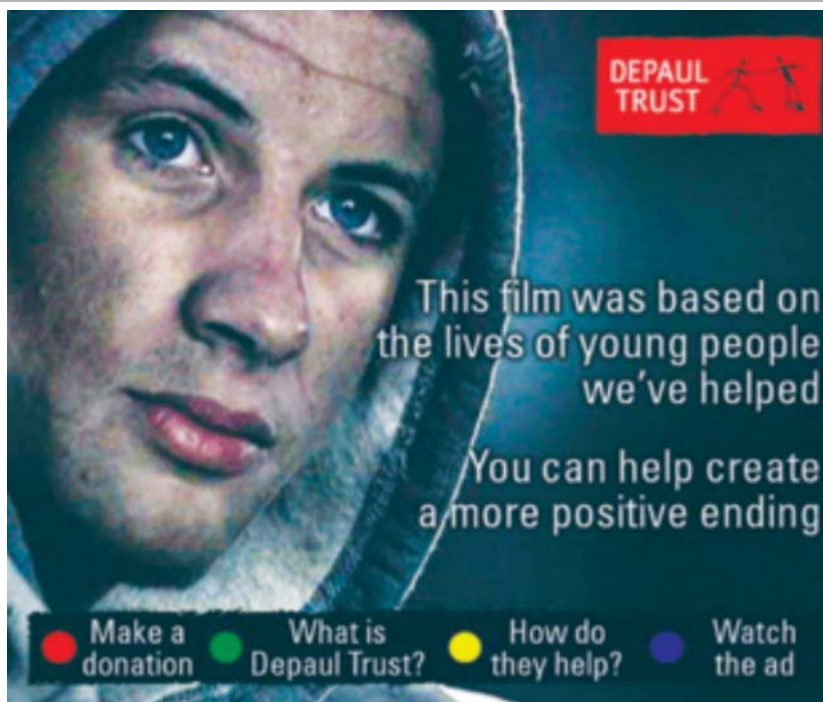
Throughout the ad, viewers were invited to use their remote controls to choose the direction of the storyline, making crucial choices for a teenager as he struggled to deal with domestic violence and a downward spiral into homelessness.

The aim was to educate people who encounter homeless people every day as to how they could come to be in that position. The message was that no matter what choices you make, you can still end up without a home.

At the end of the ad, viewers were asked to click through to a microsite where they could access further information and make a donation.

On a percentage basis, the ad delivered almost twice as many interactive donations in two minutes as the BBC's high profile Children In Need campaign delivered in an evening. One in 10 people interacted with the ad, and 20 per cent of those went to the microsite. Of these, 10 per cent donated.

Judges were bowled over by the ad's creative values. One noted: "The direction is superb, production values are great and the casting is immaculate."



## SILVER

To promote AA breakdown membership, EHS Brann shifted the debate where other providers could not compete as effectively. It created a TV ad that highlights the AA's key deliverables and challenges those using a competitor to query what that provider delivers. The overall response rate improved by 56 per cent and cost per sale was reduced by 66 per cent.

## BRONZE

Mike Colling & Co and Watson Phillips Norman created a DRTV ad for PDSA to test what channels and programming work for the charity. The ad was filmed in a real animal hospital and featured a case study of a dog that has been abused. Callers were encouraged to take out a direct debit or continuous card authority over the phone. The PDSA doubled its year one ROI on DRTV from 0.63 to 1.12.

## GOLD

*Client*

**Depaul Trust**

*Agency*

**Publicis Dialog Group**

*Agency team*

**Jon Williams**

**Damon Troth**

**Joanna Perry**

**Reuben Heller**

**Judy Ross**

*Other companies involved*

**Interactive@optimedia**  
(media planners)

**Ridley Scott Associates**  
(ad production)

**Kingston Interactive**  
(cable company)

## SILVER

*Client*

**The AA**

*Agency*

**EHSBrann**

*Agency team*

**Adrian Nicholls**

**Tamsin Morgan**

**Guy Culshaw**

**Brian Storey**

**Clare Doughty**

*Other companies involved*

**Manning Gottlieb OMD**  
(media planners)

## BRONZE

*Client*

**PDSA**

*Agency*

**Mike Colling & Co/**

**Watson Phillips Norman**

*Agency team*

**Maria Phillips**

**Gail Cookson**

**Nicki Legg**

**Melanie Rycraft**

**Andy Todd**

*Other companies involved*

**WPN (TV creative agency)**

**Ruffit Design (pack design)**

**MC&C (media buying)**

**PTF (mailing and outbound telemarketing)**

**Telebusiness Consultancy**  
(inbound call handling)

**Sixty One (customer loyalty programme)**