

# CREATIVITY

## COPY

### GOLD

*Client*  
**M&G Investments**  
*Agency*  
**Harrison Troughton**  
**Wunderman**  
*Agency team*  
**Stephen Timms**  
**Steve Harrison**  
*Other companies involved*  
**Fresh (production studio)**  
**Ian Saunders**  
(illustration)  
**Kevan Ansell**  
(typography)

### SILVER

*Client*  
**Witan Jump**  
*Agency*  
**CCHM**  
*Agency team*  
**James Ellis**  
**Chris Wardle**  
**Simon Antenen**  
**Judith Vosper**  
**Amelie Duggan**  
*Other companies involved*  
**The Coltman Media Company (media)**

### BRONZE

*Client*  
**COI Communications/**  
**Royal Air Force**  
*Agency*  
**Tullo Marshall Warren**  
*Agency team*  
**Alex Burley**  
**Tabitha Hammond**  
**Preston Rutt**  
**Richard Megson**  
**Natalee Twining**  
**Marc Michaels (client)**  
**Julia Randall (client)**



### GOLD

One of the advantages of direct marketing, it was traditionally argued, was that it offered the time and space to explain complex issues. This article of faith has been pushed into the background somewhat by the need to make an immediate impact and to allow for consumers' reduced attention span.

Harrison Troughton Wunderman felt the need to return to the virtues of long copy for a series of direct response cross-track posters and press ads for M&G. The decision stemmed from research showing that the target audience of over 45s trusted the brand, but was confused by stock market developments.

As one of the judges said: "I have no interest normally in reading long copy, but I got to the station and immediately read this. The agency understood that if you have something interesting to say to your audience and it requires a lot of words, then use them, but use them effectively."

The ads set out to explain complex topics in an easy-to-understand way, mixed with dry humour. 'If you've had enough excitement in your life already, you may want to consider investing in bonds' said one treatment, introducing a subject generally thought to be deeply boring.

### SILVER

Investing for children or grandchildren is often more of an emotional decision than a logical one. Witan Jump's campaign broke with the normal sector pattern by communicating with grandparents and parents from the point of view of the child rather than that of a financial institution. It sought to identify different roles and situations with a wry and honest tone, without losing touch with the reality of growing up.



### BRONZE

Designed to encourage experienced anaesthetists to quit the NHS and join the RAF, the mailing was delivered to the workplace where it had to compete with the heavy flow of medical marketing material. Accompanied by a mock bottle of pills, the letter offered an 'alternative medicine', and a cure for such ailments as 'itchy feet', 'tunnel vision' and 'repetitive strain injury'.

