

### GOLD

This category is about how the craft of art direction contributes to the campaign's central concept.

Finalists in art direction were "pretty outstanding," according to the judges. But the outright winner was a campaign to promote a free smoking and pregnancy advice helpline by Sunderland NHS. Ten creative ideas were tested in focus groups of "at risk" mothers in the North East, predominantly from low-income households.

The clear favourite was the 'Baby' execution, as nearly all respondents felt the image of a child engaged them emotionally. The judges concurred. "A striking image," they agreed.

So engrossing was this ad that judges "had to do a double-take" to spot the discreet direct response elements on it.

Prominent advertisements were placed in targeted media to raise awareness and provoke discussion of the issues, and direct the target audience to the advice line. The campaign was reinforced with integrated POS material in doctors' surgeries and in hospitals throughout the NHS.

Feedback on the press ads from health workers has been excellent, while the image used in the campaign and the issues surrounding it have been discussed at length by midwives and their clients. On a practical level, feedback from calls have been used to inform and refine Sunderland NHS's service provision.



### GOLD

*Client*

**Sunderland NHS**

*Agency*

**Different**

*Agency team*

**Mark Martin**

**Chris Rickaby**

**Carlo Reale**

**Stewart Allan**

**Ian Millen**

### SILVER

*Client*

**Diageo**

*Agency*

**Craik Jones Watson**

**Mitchell Voelkel**

*Agency team*

**Nick Traest**

**Vaughan Townsend**

**Matt Brown**

**Kirsty MacCulloch**

**Caroline Parkes**

### BRONZE

*Client*

**Xerox**

*Agency*

**Harrison Troughton**

**Wunderman**

*Agency team*

**Sarah Buller**

**Kerry Bell**

**Michelle Berman**

**Joanne Gallop**

**Margaux Wade**

### SILVER

Gardens are for drinking Gordon's Gin – not digging. This was the message created for consumers by Craik Jones Watson Mitchell Voelkel. While taking the brand into the new area of social outdoor drinking, each element of the mailer was crafted to maintain the consistency that existing consumers expected. Follow-up research found people drank more Gordon's (but not more alcohol) in a social context.

### BRONZE

Converting people from black and white to colour sounds easy, but the photocopier market is still very traditional. Which is why Xerox decided to go 'big' when it illustrated its colour products by converting a Roy Lichtenstein painting into a dull B&W version before returning to its full technicolour glory. The mailer went to 14 countries with above-target results.