

SILVER

To promote its Enterprise Connect secure data transfer system and its potential savings of up to £100,000, Telewest mailed a locked safe and a website address to a database of 2,000 IT directors.

Prospects had to visit the website and complete a reply form to trigger an email revealing the combination. Inside the safe they found a bag containing real shredded bank notes – a fraction of the £100,000. More than 70 per cent have visited the website. Just under half went on to request more information.



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Other companies involved
Logical (Telemarketing Services)



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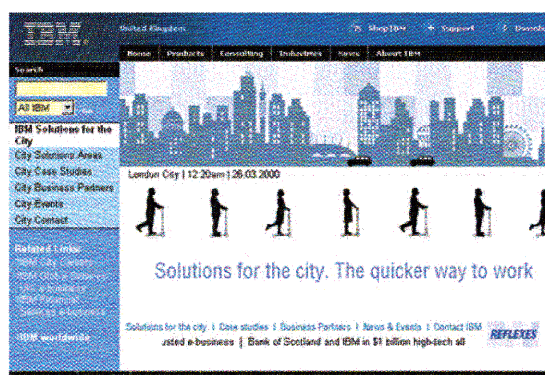
E-commerce software provider ATG identified between 15 and 20 senior decision makers in three key 3G licence-holding companies in the UK to target with its services.

A box was delivered to each prospect with an MP3 player containing a voice message explaining how ATG could help the company achieve similar personalisation with future 3G customers.

At a total campaign cost of £26,000, meetings were generated with two of the three companies targeted – a response that was 100 per cent higher than expected.

BRONZE

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IBM sent IBM-branded micro-scooters and free taxi cabs to its target City audience to show how IBM technology solutions can ease the frustrations of everyday business. An online element, Tek-Trek, was based around share-dealing. The campaign generated 546 new contacts from more than 8,000 initial enquiries.