

GOLD

Client
Glenmorangie
Agency
Oneagency
Agency team
Liz Holt
Dave Mullen
Other companies involved
The Assembly (Website Developer)

SILVER

Client
monster.co.uk
Agency
Saatchi & Saatchi
Agency team
Nik Studzinski
Gavin Kellett
Anne O'Brien
Richard Canterbury
Craig Mawdsley

BRONZE

Client
Thomas Cook
Agency
Carlson Marketing Group
Agency team
Chris Martin
Tim Lines
Carolyn Williams
James Griffiths



GOLD

In what was considered a very strong category, the 'Ardbeg Committee' campaign to promote a malt whisky was viewed initially by the Copy judges with some trepidation. "Whisky communications tend to be dominated by a particular style of writing, which is arguably becoming quite clichéd," explained one judge.

Suffice to say that Glenmorangie's mailings and website in year two of its relationship marketing programme for Ardbeg malt whisky maintained the quirkiness and humour that makes it stand out from the norm.

"Outstandingly different from other whisky communications," said one judge.

To take the core concept of the Ardbeg distillery and its loyal Committee abroad, the tone of the mailings transcended Scottishness, while acknowledging the product's roots with celtic references. "Wonderfully inclusive," was the judges' opinion.

SILVER

Online recruitment site Monster.co.uk aims to give users control over the recruiting process. Its launch campaign suggested that we all have an 'inner voice' telling us what to do, but that this voice may not be giving appropriate advice. The main copy adopts the tone of that inner voice in a hypnotic fashion. Sanity is restored in the campaign's closing line: 'For career advice worth listening to... visit monster.co.uk'.



BRONZE

Thomas Cook's pitch for Thomas Cook Ski Direct was a radical departure from traditional mailers in this market, targeting fanatical skiers without patronising them. A mailing to 17,000 skiers featured copy that engagingly milked the ski lover's vernacular. The zaniness was carried through to the typeface which mimicked that of a malfunctioning manual typewriter.

