

CREATIVITY

CREATIVE SOLUTIONS

GOLD

Client

V.S.O.

Agency

Leonardo London

Agency team

Stuart Button

Wesley Hawes

Dave Brady

Gary Sharpen

Sue Hendrikz

SILVER

Client

Associated Co-op

Creameries

Agency

Partners Andrews

Aldridge

Agency team

Mark Hanson

Kristian Foy

BRONZE

Client

Volkswagen UK

Agency

Proximity London

Agency team

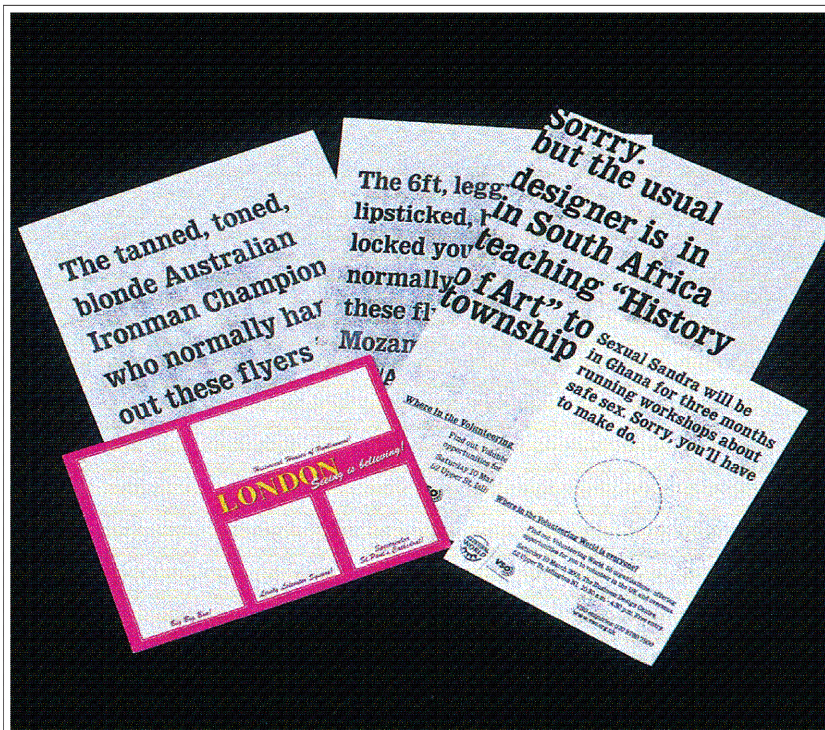
David Parslow

Toby Hollis

Phil Bucknall

Dan MacDonald

Tony Parsons



GOLD

Though up against competition that was highly creative, fresh and original, there was, apparently, very little debate about which campaign was judged the year's best creative solution. The VSO's drive to persuade a wider variety of volunteer prospects to attend an annual exhibition, Volunteering World, was "an outright winner," according to the judges.

Particularly impressive was how the campaign's creative ideas managed to plug the budgetary gap by their sheer innovation. The judges considered certain elements daring, like the mock prostitute card informing clients that the lady of the night is no longer available because she is now Aids counselling in Ghana.

Others, such as the incompetent street entertainer setting himself on fire, were just plain funny. The campaign embraced posters, guerrilla marketing, bar postcards, fly-posters and an ad van that should have been towed away.

"VSO could have stopped at one media solution, but didn't," one judge noted. "It went a bit further each time, and ended up with a great piece of creative work."

SILVER

Associated Co-op Creameries sought to communicate with potential customers in the way they would with a milkman. ACC's own milkmen leave notes in empty bottles for non-delivery homes, offering free bottles of milk while promoting the convenience of home delivery.

The Co-op's use of its own medium provides an instantly-recognisable and relevant communication channel.



BRONZE

A mail pack for the new Volkswagen Passat used innovative production methods to allow prospects to wipe away blemishes on images of the car, communicating the proposition: 'The beautifully crafted New Passat. You'll want to keep it that way'.

Prospects were encouraged to take a test drive, with the best prospects fed into a relationship programme.

