

GOLD

Client
The Army
Agency
COI Communications/
Cramm Francis Woolf
Agency team
Matt Reynolds
Rachel Owen-Jones
Sam Daly
Gary Shacklady
Terry Trower
Other companies involved
Haymarket Customer
Publishing (Magazine
Publishers)
Mail Marketing Group
(Telereponse and
Fulfilment Handling)

SILVER

Client
Glenmorangie
Agency
Oneagency
Agency team
Dave Mullen
Liz Holt
Fiona Mackintosh
Sheila Gallagher
Paul Campbell
Other companies involved
The Assembly (Web
Developer)

BRONZE

Client
Land Rover UK
Agency
Craik Jones Watson
Mitchell Voelkel
Agency team
Pamela Craik
Chris Jones
Rebecca Rae
Leigh Roberts
Jon Voelkel



GOLD

In one of the Awards' newer categories, a programme to build a relationship with potential British Army recruits to keep them interested until they hit the age of eligibility got "the ultimate vote" from all the judges.

As one of the biggest employers of young people in the country, the Army needs to target its audience as early in life as possible. The solution was 'Camouflage', a youth loyalty scheme.

Members of Camouflage, who must be UK residents aged between 12 and 16 years old, receive a magazine mailing three times a year. This is supplemented by e-mailings about events, exhibitions, competitions and a website featuring Army information and news. Images, copy and timing of delivery are carefully planned, with different packs sent to the various ages at key intake times.

Launched in September 2000, the Army is delighted with the success of the scheme. Never before has it been able to track youth loyalty and conversions into recruits. Camouflage now has over 50,000 eligible members on its database, over a fifth of whom have converted.

SILVER

Now in its second year, the relationship marketing campaign for whisky brand Ardbeg has gone online. Members can join via an in-pack application or the website. Crucial to the programme's success is the impression given that it is not mass marketing. Communications look as if they come from Ardbeg's distillery. Members receive special offers on rare vintages.



BRONZE

Land Rover used mailings to stimulate a desire for adventure, while making the vehicles seem relevant to urban prospects. High value prospects were offered test drive times longer than the norm, a tactic with proven ability to sell the vehicle.

As a result, nearly 40,000 highly-qualified prospects have been added to the database and more than 26,000 extended test drives requested.

