

GOLD

Client

02

Agency

Tullo Marshall Warren

Agency team

Lucinda Curtois

Rachael Spong

Daren Kay

Barry Williamson

Sally Barrow

Roger Perry

Dan Kevin

SILVER

Client

The Macallan

Agency

WWAV Rapp Collins

Scotland

Agency team

Dawn Kermani

Mark Flett

Ian White

Alison Egan

Sam Taylor

Other companies

involved

Identex (database

management)

Rocket Science (data

capture)

BRONZE

Client

Blockbuster

Entertainment

Agency

Armadillo Associates

Agency team

Andrew Warne

James Ray

Karl Sorensen

Victoria Jones

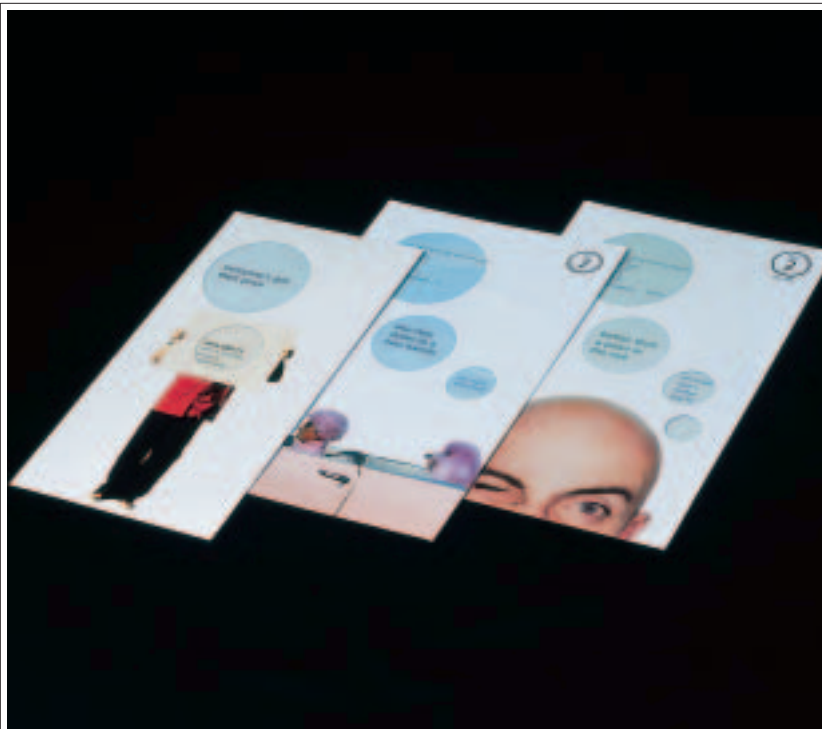
Mark Zaparaniuk

Other companies

involved

Vertis Direct Marketing

Services (production)



GOLD

Although this category attracted a good number of entries, the judges were concerned that some agencies and clients clearly felt that a customer magazine alone met the definition of customer relationship management. That was not a criticism that could be levied at the three finalists.

Mobile phone operator 02 has a loyalty programme that gives away money. That's how the entry form sums it up. In fact, the way it works is that every quarter the company analyses the bills of its loyalty scheme members, and provides unambiguous advice about the most economical tariff for each individual.

This in itself is a major exercise in data analysis. The communication programme then calls for mass personalisation. A bespoke product called IMS (individual messaging software) churns thousands of data variables to determine the right copy combination for each customer. On average for each mailing there are around 4,000 copy versions.

All in all, a lot of effort, but it's worth it. The average churn rate for customers in the loyalty programme is half that of other customers. Every one per cent saving in the churn rate contributes about £5m in profit. Customer satisfaction among scheme members is also six per cent to 10 per cent higher.

SILVER

Price promotion dominates the whisky market, but The Macallan has focused its UK marketing spend on a CRM programme. Mailings are spread over the year to keep the brand front of mind.

Since 2000 the database has grown by an average of 60 per cent, year on year, and now numbers over 120,000. The number of people citing it as their preferred brand has grown by 26 per cent.



BRONZE

Consumers can be very volatile in renting videos. High activity can be followed by a quiet spell. Blockbuster has sought to counter this trend by enrolling its top 900,000 customers into its Premier loyalty scheme, using incentivised mailings.

Over a 60-week period, store visits by these customers rose by 15.9 per cent, equating to two million incremental transactions worth £8.4m.

