

GOLD

The Ardbeg Committee is the CRM programme of Ardbeg malt whisky, a malt distilled on Islay in Scotland by Glenmorangie. Its 19,000-strong membership extends to more than 80 countries, with members receiving regular communications.

International campaigns are tricky to pull off, but judges felt the Ardbeg campaign to be “a victory of community over international boundaries”.

All communications are created to appear as if they came direct from the distillery, often using a quirky tone of mock-committee-speak to appeal to the members.

To maintain closeness to the brand and drive traffic to the brand’s web site, Glenmorangie devised a limited edition bottling of Ardbeg Committee Reserve.

To order this, recipients had to identify their committee number and return the label with their order for attaching to the bottle before despatch.

The £45 special edition whisky sold out at a cost of just £1 per response. Ardbeg is now the fastest growing malt in the global sector.



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Client

Glenmorangie

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Story

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SILVER

Client

Xerox

Agency

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BRONZE

Client

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SILVER

To recommend the right upgrade from the Xerox range of colour copiers to companies with a machine over two years old in six major markets, Harrison Troughton Wunderman created the toner mailing brochure. Detailed customer data was used alongside digital technology to personalise the message for businesses. The campaign generated a sales conversion of 20 per cent with an ROI of over 6:1.

BRONZE

To convince dentists and their patients of the benefits of the Sonicare toothbrush, Arc sent a free trial pack to 4,000 European dentists along with their own set of artificial dental records for the Sonicare toothbrush, referring to the new benchmark set by Sonicare in cleaning teeth and gums. Twenty nine per cent of dentists said they would recommend it to their patients.