

## GOLD

Ocado is a newcomer to the online grocery business, delivering Waitrose products to the door within specified one-hour slots. Having set out to learn from the shortcomings of the supermarkets that pioneered this sector, it offers free delivery on orders over £75, and claims best-in-class order accuracy, with substitutions at less than two per cent. The service is still being rolled out.

The agency claims that the launch has been highly effective because it has used a 'launch and learn' strategy instead of 'spray and pray'. In other words, the communications have evolved and the service has improved as the project has grown.

For many busy people, supermarket shopping is a chore. They would welcome the chance to use online shopping, if they could be certain of the quality of the service. Heresy's campaign for Ocado tackles this head on. One of the key messages is that children let it be known when they are not satisfied, and adults should be the same. Customers who are not 100 per cent happy with the service are invited to complain to the delivery person, by telephone, or online.

The core programme has been based on direct mail, supported by posters at hand-picked sites and radio. Response rates have ranged from 3.7 per cent to 6.3 per cent.



## GOLD

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## SILVER

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## SILVER

A fully integrated direct marketing campaign was developed for the launch of the new Polo, timed to maximise the benefit from above-the-line advertising.

A teaser to known prospects was followed by a main pack. Inserts were used to identify other prospects. More than 12,500 responses were achieved and fulfilled. Graded respondents then had a test drive mailing and a follow-up conversion call.



## BRONZE

An exclusive housing development next to an historic abbey consisted of only 17 units. Ten of these were sold ahead of the official launch, thanks to a well-crafted mailing to prospects, inviting them to an exclusive pre-launch presentation.

It was a very successful tactic, borne out of necessity because the builders were not allowed to build the usual sales office or show home.

## BRONZE

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