

GOLD

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Glenmorangie

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Story

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SILVER

Client

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BRONZE

Client

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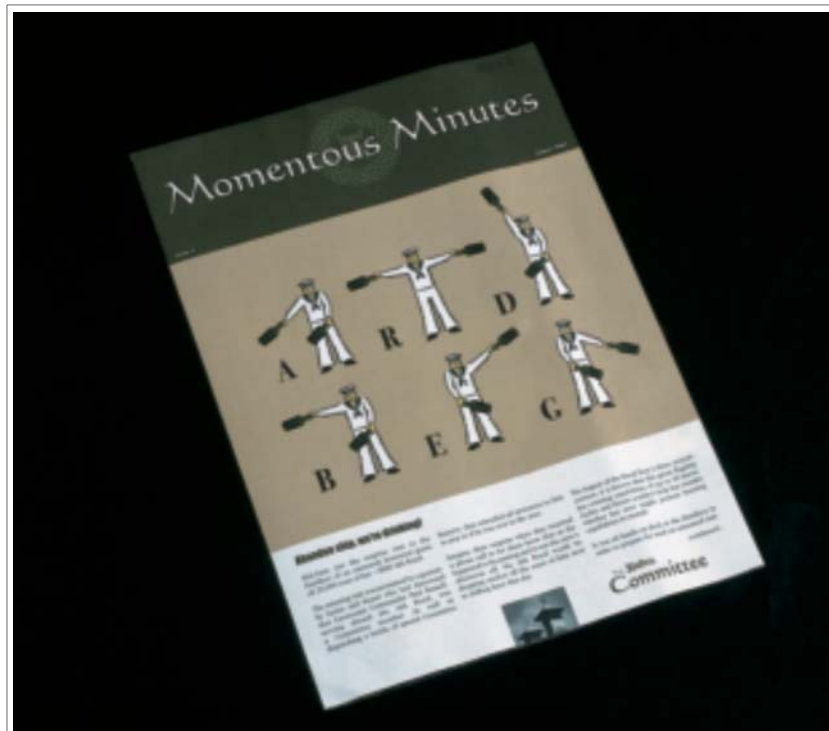
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Other company involved

Partners Andrews

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GOLD

To build closer relationships with drinkers of its Ardbeg malt whisky brand, distiller Glenmorangie developed The Ardbeg Committee, a customer relationship programme that builds a unique and personal link between the Ardbeg distillery, on the remote Scottish island of Islay, and the purchasers of the drink.

Every communication to members is designed to come from the Ardbeg Committee chairman (distillery manager Stuart Thomson), and all use the same, quirky tone of voice – often mock committee-speak. Four times a year members receive the latest gossip from the island via a newsletter, Momentous Minutes, which contains a mix of idiosyncratic news and views.

The programme has attracted 19,000 members in just four years. Such is their dedication that a special bottling of Ardbeg Committee Reserve was promoted to the members using a special mailing of a personalised whisky label and a special register of Committee members' names sold out quickly, at £45 per bottle.

Indeed, members can now be found at whisky events around the world still in possession of the members' register – a piece of direct mail that has turned in to a treasured souvenir.

Ardbeg has a history of success at the DMA Awards, and judges viewed this consistency as a major strength. Above all, they considered the campaign “a brilliant demonstration of the craft of direct marketing” that excelled in results,

SILVER

Improving mums' emotional attachment to the Persil brand is a key aim for Lever Fabergé. So in 2002-2003 it launched its first relational-marketing campaign using themed, seasonal mailings aimed at getting mums and their kids involved in different activities. Response rates kept on improving, doubling each time from 2.43 per cent, 4.65 per cent to 8.77 per cent.



BRONZE

The Together Programme was a unique initiative by the Department of Health to maintain contact with people signing up to a programme to give up smoking. The details people left at registration determined follow-up contact work, which included 'Good Luck' SMS, motivational email tips and calls to see how they were progressing. Almost 60 per cent of respondents declared themselves 'Given Up'.

