



mcca

Marketing
Communication
Consultants
Association

Winners

The BEST Awards 2010



AGENCY OF THE YEAR IS...

ALDAR & ANDERSON & ARIEL & BLAKELEY & BRERETON & BOSWELL
 & BRAMHANDKAR & BROWN & BURTON & CADBURY & CEPOLLINA &
 CHOW & CHURCH & COPE & CREAK & CURRY & DIMMOCK & DIAGEO
 & ELLA'S KITCHEN & ELLIOTT & GARRARD & GARRY & GILLIGAN
 & GOODALL & GOODWIN & GUINNESS & HALDER & HAMMERSON
 & HATHAWAY & HODGSON & HOPPER & JAKUBOWICZ & KENT &
 KING & LAND SECURITIES & LEND LEASE & MARINE STEWARDSHIP
 COUNCIL & MATEER & MELDER & MESSARITIS & MILLET & MOONEY
 & MURRAY & O'BEY & PAMPERS & PARMINTER & PERKINS & QUIT &
 SAMSUNG & SIDDIQUI & SMIRNOFF & STARBUCKS & SYDENHAM &
 SYMONS & TAYLOR & TODD & WILLIAMS & SAATCHI & SAATCHI

We wouldn't be who we are without our people and our clients. So thank you and congratulations to all of you. If you want to be part of our winning team contact Anthony Hopper, Managing Director, on 020 7462 7019, anthony.hopper@saatchix.co.uk www.saatchix.co.uk

Welcome to the MCCA BEST Awards Book of Winners 2010.

Winners

The BEST Awards 2010



Last year, in the 2009 Book of Winners I predicted that we would once again see entries to the MCCA BEST Awards increase. I was right – a record number of agencies submitted their most creative, inspired work from the past year, and in this year's Book of Winners, you will see the very BEST of these entries.

We were privileged this year to have access to such dynamic thinkers on the judging panel, headed up by Marc Michaels, one of the most influential marketers in the industry, and John Treacy, a champion for

pushing the boundaries of creativity across the board.

With this level of skill and experience judging the entries, the winners should be particularly proud. It is my opinion that we don't celebrate what we're good at often enough. We as marketers play an integral role in people's lives, whether that's establishing trust, reassurance, excitement or awareness of a worthy cause. We have a tendency, a very British one, to play down our achievements. Why? When we're at our best, we're brilliant, and we mustn't forget that.

This year's BEST Awards remind me of something David Ogilvy said, in his

confessions of an advertising man. He said you can have a great idea and that's one thing, and you can have an effective idea and that's another thing. But having them both together is something really brilliant. Throughout the following pages, you will see this demonstrated by the BEST award winners. The only down side is, how will we top it next year?

Mike Spicer, Chairman of the MCCA

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MCCA Professional Development Partner



MCCA Print Partner



MCCA Media Partner



BEST Awards 2010 Campaign Concept created and developed by EHS 4D, Cirencester.

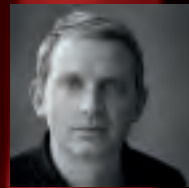


Photography by Isaac Newman. www.isaac.uk.com

Judges

Creative

John Treacy



I think all the judges were intrigued to see what sort of impact the economic

situation was going to have on the quality of the work entered; it's been a tough year for all of us. Clients have slashed budgets yet we are still determined to deliver the same level of creative output as we always have done, but it's not been easy. I think all of the judge's felt surprise (and relief) that this year

managed to produce some great work, worthy of being called 'The Best'.

Compared to previous years, what we noticed was a distinct shift in terms of quality and depth to digital work. We saw some beautifully crafted, rich ideas like 'Start Thinking Soldier' and the Doritos 'iD3' campaign, and to recognise the quality of the digital work we introduced specialist categories for 'digital campaign' and 'digital advertising' for the first time.

Ultimately we enjoyed judging many of the categories and most produced some great winners, but we did feel when we first started sifting through the work that the industry was in a bit of a 'holding pattern', with clients and agencies needing to be braver. I'd like to take the chance to thank all the judges who took part in a very enjoyable couple of days, and with the economy looking brighter I'm sure we'll see much more creatively uninhibited work next year.

Creative judging panel chaired by John Treacy, Creative Director, Elvis Communications.

Other judges: Jamie Bell, Creative Director, Clark Mckay & Walpole; Guy Bradbury, Creative Director, Touch DDB; Mike Cavers, Executive Creative Director Europe, The Marketing Store; Dick Dunford, Creative Director, Tequila UK; Ewan Gee, Creative Director BluHalo; Frazer Howard, Creative Director, EHS 4D Cirencester; Garry Munns, Creative Director, Arc Worldwide; Mike Watson, Creative Director, EHS 4D Digital; Dave Woods, Executive Creative Director, RMG Connect.

Client

Judges

Marc Michaels



Judging this year's BEST Awards has shown once again how creative thinking

and excellent execution in marketing communications can not only have a huge impact on people's behaviour, but also on a business's bottom line, and the economy as a whole.

2009 was a tough year for many and one could have forgiven agencies for bowing to increased pressure through reduced client budgets, increased competition and consumer scepticism, to deliver safe tried and trusted work. In fact, many of the BEST have risen to the challenge and produced

innovative work that pushes the boundaries of creativity, and delivers outstanding results.

The increasingly integrated way that we all work and communicate was plain to see in the diversity of the entries, which made it harder to judge some channel categories in isolation. It was the skill of utilising the most relevant media channels, for the idea and target market, that really made a campaign stand out amongst its peers.

With such exceptional work to choose from, I admired the ability of the client judging panel to hone in on the entries that really were the BEST. Yes, we were looking for uninhibited creativity, but just as importantly to

The MCCA would like to thank Nick Hudson of the ASA and Sophie Hall and Sarah Mumford of law firm Macfarlanes for checking that entries complied with the industry codes of practice, rules and UK regulations. The ASA can be contacted on 020 7492 2222. Macfarlanes can be contacted on 020 7831 9222.

ensure marketing communications is seen primarily as an investment rather than a cost to an organisation, we were looking for campaigns that delivered results that exceeded expectations.

To say that the judges worked hard to debate every aspect of a campaign and whether it really was the BEST is an understatement, and so all that remains for me to say is a big thank you to everyone involved for sharing their knowledge and expertise in pulling out the most deserved winners. In times like these it is more important than ever to champion the importance of our work and reward those that break the mould – the BEST Awards do just that.

Client judging panel chaired by Marc Michaels, Director of Direct and Relationship Marketing, Central Office of Information.

Other judges: Emmet Burns, Marketing Director, Barclays; Mark Choueke, Editor, *Marketing Week*; Simon Cobby, Head of CRM, News International; Anita Fox, Head of Marketing Communications, Volvo Car UK; Stephen Harvey, Head of Public Fundraising, Practical Action; Alexandra Lloyd Davies, Associate Marketing Director, UK & Ireland Brand Operations, Procter & Gamble; David Thomas, General Manager Brand Communications, Virgin Holidays; Mat Shepherd, Trading Director, Hastings Direct; Janet Smith, Clubcard Marketing Director, Tesco; Nick Smith, Global Managing Director Marketing Transformation, Accenture; Steve Wood, Global Marketing Manager, Malt Whiskies – Diageo plc.

Best Client of the Year



Supported by
MarketingWeek

BEST Client of the Year **Winner**
Ronan Beirne, Global Marketing Director,
Guinness

“Ronan deserved to win this for his persistence, vision and creative flair in delivering a truly amazing global promotion with long-lasting effects. Additionally, selling more pints of Guinness in Ireland in one day than in any other day in the brand’s history was truly remarkable.”



Agency of the Year



Supported by
MarketingWeek

BEST Agency of the Year **Winner**
Saatchi & Saatchi X

“Saatchi & Saatchi X have become an unstoppable force for superb award-winning work and this is clearly a result of their excellence in professional innovation, talent investment and the way they have brought originality towards new media channels. Pioneering creativity and tremendous results for clients are both backed up by phenomenal revenue growth, which makes Saatchi & Saatchi X a brilliant example to follow.”



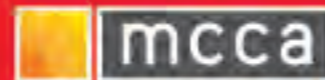
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Best*

*Best Newcomer
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BEST Newcomer Agency **Winner**
Life Agency

“Life Agency’s approach of ‘questioning and interrogating everything first’ through robust ROI models is convincing senior clients to buy into them, as their high profile roster appointments demonstrate. Life Agency also has an excellent culture, encouraging ‘life’ both within and outside the agency and helping staff ‘to give something back’ to society in personal fundraising.”



Winner

BEST of the Best Winner

CAMPAIGN

Liverpool Wall

CLIENT

Virgin Trains

AGENCY

Elvis Communications

TEAM

A/C Handling Team: Alex Niblett, Catherine Morony
Creative & Production Team: John Treacy, Rick Kiesewetter



“Virgin Trains was the best of the best from all campaigns and ideas that were on display at the final judging. It was a really innovative use of outdoor, making traditional outdoor media interactive but more importantly it worked, achieving massive sales uplift immediately.”

BEST Planning for a Communication Campaign Winner

CAMPAIGN

QUIT Life-saving ashtrays

CLIENT

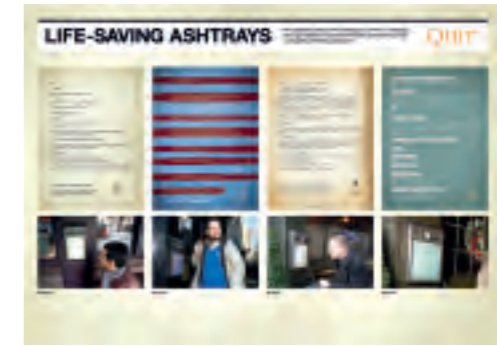
QUIT

AGENCY

Saatchi & Saatchi X

TEAM

A/C Handling Team: Leanne Halder. Creative & Production Team: Emma Perkins, Ant Melder, Dan O'bey, Seamus Higgins, Roger Kennedy



“Quit challenged the category norm of health warning communications. Planning influenced both the creative idea and channel execution. The influence over creative was not ‘Fear of Death’ but ‘Life Affirming Reasons to Stay Alive’. The channel was essentially ‘Point of Puff’ by catching smokers in the moment of standing outside the pub smoking.”

BEST of the Best Merit

CAMPAIGN

Johnson & Johnson – Compeed Sampling Activity

CLIENT

Johnson & Johnson

AGENCY

JPMH



BEST Planning for a Communication Campaign Merit

CAMPAIGN

Financial Times – A Complete Spotter's Guide to the World's Most Elusive Breeds

CLIENT

Financial Times

AGENCY

Touch DDB



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right cover.

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Who knows, unlike Hoover, it might be you who's cleaning up at next year's BEST Awards.



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Best Communication Campaigns

Winner

BEST and Most Effective Long-Term
Marketing Communication Campaign **Winner**

CAMPAIGN

The Pampers-UNICEF Programme

CLIENT

Procter & Gamble

AGENCY

Saatchi & Saatchi X

TEAM

A/C Handling Team: Saatchi & Saatchi X.
Creative & Production Team: Saatchi & Saatchi X



"The Pampers idea is an incredibly simple, powerful, emotive idea that allows consumers and the brand itself to give something back and genuinely make a difference. It represents sustainability and the fact that Boots and Tesco have jumped on board proves how it cuts through some pretty tough promotions in this market."



BEST and Most Effective Long-Term Marketing
Communication Campaign **Merit**

CAMPAIGN

Walkers Crisps –
being loved again

CLIENT

PepsiCo UK Ltd

AGENCY

The Big Kick



At ARC we often move people to cry, laugh, smile, think and act. Our work for clients like FIAT COCA-COLA, KRAFT, SAB MILLER and HALIFAX touches people right across their lives - from online to instore, through their mobile and within their entire social networks. But this time it's us that are feeling quite moved for being nominated at this year's MCCA Awards.

So - thank you.

If you'd like your brand to move people where they move, please call Diana Cawley on 020 7071 1533 or email diana.cawley@arcww.co.uk

Best Communication Campaigns

Winner

BEST Integrated Communication Campaign **Winner**

CAMPAIGN

The Mill

CLIENT

Miller Brands UK

AGENCY

Arc Worldwide

TEAM

A/C Handling Team: Pamela Conway, Florence Gladstone-Thompson, Anna Bradshaw, Abbie Poole, Michael Barrett, Steve Squires. Creative & Production Team: Jonathan Burley, Gary Munns, Trevor Webb, Tony Durston, Lance Crozier, Lindi Radomsky, Karen Reed, Sarah Clift, Arthur Hurn, Simon Gregory



"The Mill was exciting because it was a new property created out of nothing and will exist for the long term. Miller gave bands a chance to shine, this campaign gave them all the peripheral activity to create stand-out and everything integrated very well around a single central idea. With excellent product uplift it is a nice combination of the brand and the band."



BEST Integrated Communication Campaign **Merit**

CAMPAIGN

Let Play Begin at Wimbledon with Blossom Hill

CLIENT

Percy Fox Diageo

AGENCY

The Pulse Group



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Best Communication Campaigns

Winner

BEST Communication Campaign
Featuring Direct Marketing **Winner**

CAMPAIGN
Change4Life 'How Are The Kids?'

CLIENT
Department of Health & COI

AGENCY
EHS 4D

TEAM
A/C Handling Team: Miranda Arnold, Cassy Waugh, Luciana Kavanagh, Georgie Rees. Creative & Production Team: Rob Isaacs, Anthony Abdool, Aaron Howard, Barbara Drummond-Hay, Simon Warren, Tristan Sellen, Sarah Wood



"Child obesity is a hot topic but that doesn't necessarily make it easy to communicate to those people who are at risk. Change For Life was an exceptional campaign. It really pulled together some fantastic insight; understanding what the target audience wanted, how they consume their media and then delivering it in a very effective manner, both from a creative and media execution point of view."



BEST Communication Campaign Featuring Direct Marketing **Merit**

CAMPAIGN
Financial Times – A Complete Spotter's Guide to the World's Most Elusive Breeds

CLIENT
Financial Times

AGENCY
Touch DDB

on radio,
on tv,
online,
on mobile



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Best Communication Campaigns

Winner

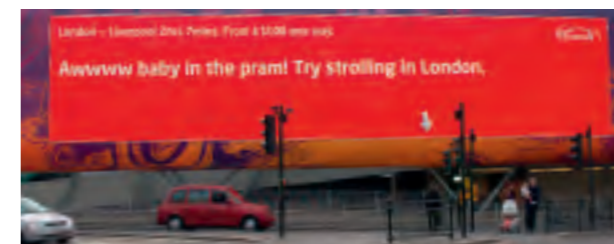
BEST Communication Campaign
Featuring Paid-for Media **Winner**

CAMPAIGN
Liverpool Wall

CLIENT
Virgin Trains

AGENCY
Elvis Communications

TEAM
A/C Handling Team: Alex Niblett,
Catherine Morony.
Creative & Production Team: John Treacy,
Rick Kieseewetter



“The Virgin Trains poster inspired all of us as marketers. Virgin Trains were brave in allowing the creative team so much freedom; the fact that you had someone sitting in a booth across the road from the poster-site, just watching the target audience walk past and then interacting with them was incredible.”

BEST Communication Campaign Featuring Sales Promotion **Merit**

CAMPAIGN
Remember a
Charity Last
Wishes

CLIENT
Remember a
Charity

AGENCY
Touch DDB



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Best Communication Campaigns

Winner

BEST Communication Campaign
Featuring Sales Promotion **Winner**

CAMPAIGN
Guinness 250

CLIENT
Diageo

AGENCY
Saatchi & Saatchi X

TEAM
A/C Handling Team: Anthony Hopper, Sadia Siddiqui, Miles Burton, Simon Goodall, Andrew Blakely.
Creative & Production Team: Emma Perkins, Ant Melder, Seamus Higgins, Jo Mooney



“The Guinness 250 promotion was a simple yet engaging idea that had incredible results and was executed brilliantly. The scale of it was amazing. Not just a campaign, Guinness now has an annual event with real longevity.”



BEST Communication Campaign Featuring Sales Promotion **Merit**

CAMPAIGN
Let's Grow

CLIENT
Morrison
Supermarkets Plc

AGENCY
Billington Cartmell

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Best Communication Campaigns

Winner

BEST Communication Campaign
Featuring Sponsorship **Winner**

CAMPAIGN

Cadbury's National Trust Easter Egg Trails

CLIENT

Cadbury UK

AGENCY

INITIALS Marketing

TEAM

A/C Handling Team: Phil Norris, Adam Stanley.
Creative & Production Team: Nick Presley, Hannah Fripp, Simon Hawes



"This campaign built on the equity of both Cadbury and the National Trust and it was executed beautifully, tailored to both parents and children. The National Trust and Cadbury have now taken Easter to a place where they entirely own the occasion. The campaign has driven traffic for the National Trust and it has driven genuine brand engagement for Cadbury."



BEST Communication Campaign Featuring Sponsorship **Merit**

CAMPAIGN

Let Play Begin at
Wimbledon with
Blossom Hill

CLIENT

Percy Fox Diageo

AGENCY

The Pulse Group

BEST Communication Campaign Featuring Digital/Interactive Marketing **Winner**

CAMPAIGN
Liverpool Wall

CLIENT
Virgin Trains

AGENCY
Elvis Communications

TEAM
A/C Handling Team: Alex Niblett,
Catherine Morony
Creative & Production Team: John Treacy,
Rick Kieseewetter



“An interactive digital poster was used in the Virgin Trains campaign to interact very cleverly with the public as they walked past the poster; the copywriter did a fantastic job of observing what was going on around him and then linking that to the campaign key message. The results were also excellent – 10% sales uplift in one week for a train journey from Liverpool to London.”



BEST Communication Campaign Featuring Digital/Interactive Marketing **Merit**

CAMPAIGN
Who Killed
Summer 09

CLIENT
Vodafone Group Plc

AGENCY
Mworks London



BEST Communication Campaign Featuring Experiential Marketing **Winner**

CAMPAIGN
Johnson & Johnson – Compeed Sampling Activity

CLIENT
Johnson & Johnson

AGENCY
JPMH

TEAM
A/C Handling Team: Nik Myers, Rebecca Hoare.
Creative & Production Team: Phil Mountjoy, Emily Webber



“The Compeed campaign relates to the female insight of ‘if your feet hurt, it can absolutely ruin your day’. The execution was precisely timed so that women were approached when most receptive and the campaign also worked across a broad social spectrum. It was great to see how much engagement was achieved for a medical product in such opposite environments.”



BEST Communication Campaign Featuring Experiential Marketing **Merit**

CAMPAIGN
The Mill

CLIENT
Miller Brands UK

AGENCY
Arc Worldwide



Best Communication Campaigns

BEST Communication Campaign Featuring CRM **Winner**

CAMPAIGN

John Frieda Elite

CLIENT

Kao Brands Europe Ltd

AGENCY

Brave Marketing

TEAM

A/C Handling Team: Stephanie Connor, Vlad Radivojev
Creative & Production Team: Chris Weston

“John Frieda has a well-rounded multi-channel programme that works hard to out-think its high spending above-the-line competitors. John Frieda Elite activates a relationship akin to one that customers have with their personal salon stylist and looks set to deliver long-term success. Results to date are particularly impressive, not least given the recessionary pressures the premium hair care market has been under.”



Best Communication Campaigns

BEST Communication Campaign Featuring PR **Winner**

CAMPAIGN

Speedo Ban

CLIENT

Alton Towers

AGENCY

Frank PR

TEAM

A/C Handling Team: Alex Grier, Kate Brackenborough,
Tom Antoniwi, Robbie Tomkins

“A perfect PR idea with excellent results: the Speedo Ban campaign entirely reinforced Alton Towers’ key ambition, to drive awareness of their water park amongst the target audience. It created debate about wearing Speedos at the water park and captured people’s imagination. Inspiring newspaper coverage about whether people should wear Speedos or not and comparing British attitudes to the French showed clever thinking.”



BEST Communication Campaign Featuring Shopper Marketing **Merit**

CAMPAIGN

Ariel Excel Gel Launch

CLIENT

Procter & Gamble

AGENCY

Saatchi & Saatchi X



BEST Communication Campaign Featuring PR **Merit**

CAMPAIGN

ComputerTan

CLIENT

Skcin; the Karen Clifford Skin Cancer Charity

AGENCY

Limelight PR

View full campaign details at
www.bestawards.co.uk



The MCCA BEST Awards Book of Winners 2010

Best Communication Campaigns

Merits

BEST Regional/Local Communication Campaign **Merit**

CAMPAIGN
Sky Arts presents Glyndebourne

CLIENT
Sky Arts

AGENCY
Sense



BEST Communication Campaign Featuring a Website **Merit**

CAMPAIGN
Customize Your Prize @ fruitshoot.com

CLIENT
Britvic

AGENCY
Euro RSCG KLP

Best Communication Campaigns

Winner

BEST Business-to-Business Communication Campaign **Winner**

CAMPAIGN
Financial Times – A Complete Spotter's Guide to the World's Most Elusive Breeds

CLIENT
Financial Times

AGENCY
Touch DDB

TEAM

A/C Handling Team: Matthew Bundy, Mat Jones, Sophie Simonelli.

Creative & Production Team: Guy Bradbury, Darren O'Beirne, Jonathan Meatyard, Sam Oliver, Shishir Patel

"This was a simple, charming piece with outstanding results. It offered media guys some genuine value: it was memorable and brought to life the opportunities to reach 'high net worth individuals' all done in an intelligent, non-patronising, humorous way."



BEST Business-to-Business Communication Campaign **Merit**

CAMPAIGN
SEAT Fleet. Where Head Meets Heart

CLIENT
SEAT UK

AGENCY
Geronimo

View full campaign details at
www.bestawards.co.uk



Best Communication Campaigns

Winner

BEST Small Budget Communication Campaign **Winner**

CAMPAIGN

Financial Times – A Complete Spotter's Guide to the World's Most Elusive Breeds

CLIENT

Financial Times

AGENCY

Touch DDB

TEAM

A/C Handling Team: Matthew Bundy, Mat Jones.
Creative & Production Team: Guy Bradbury, Darren O'Beirne, Jonathan Meatyard, Sam Oliver, Shishir Patel



"The brief was to reinforce to media buyers that in these difficult times the FT is an essential media choice for reaching 'high net worth individuals'. It was done within a relatively small budget in an environment where media buyers have to digest a massive amount of factual and boring information. And it was very impressive that for everyone who received the mailer, another four of their peers visited the website."



BEST Small Budget Communication Campaign **Merit**

CAMPAIGN

Eco Challenge

CLIENT

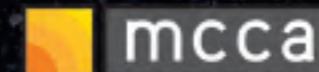
Fiat Group Automobiles UK Ltd

AGENCY

Arc Worldwide



2010



Marketing Communication Consultants Association

To energise communication agencies for a changing future, by sharing knowledge, sharing vision and sharing possibilities

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Touch **DDB**



Best Creative

Winner

BEST Writing Winner

CAMPAIGN

Financial Times – A Complete Spotter's Guide to the World's Most Elusive Breeds

CLIENT

Financial Times

AGENCY

Touch DDB

TEAM

A/C Handling Team: Matthew Bundy, Mat Jones, Sophie Simonelli.
Creative & Production Team: Guy Bradbury, Darren O'Beirne, Jonathan Meatyard, Sam Oliver, Shishir Patel



"The FT piece was sensational. It is quite rare nowadays to see long copy used in this way, yet it was not an indulgent piece. The use of ornithology to convey the message was compelling; you got the message from the very first sentence but it was so engaging you could read it for half an hour, pore over it and still be interested right to the end."



BEST Writing Merit

CAMPAIGN

Liverpool Wall

CLIENT

Virgin Trains

AGENCY

Elvis Communications

BEST Writing Merit

CAMPAIGN

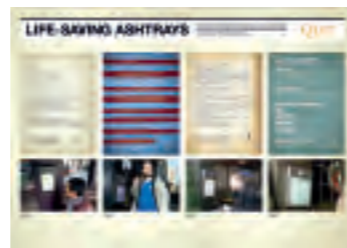
QUIT Life-saving ashtrays

CLIENT

QUIT

AGENCY

Saatchi & Saatchi X



Merits

Best Typography, Photography and Illustration

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BEST Typography Merit

CAMPAIGN

Enjoy Irresponsibly

CLIENT

Coca-Cola Enterprises Ltd

AGENCY

Brave Marketing



BEST Typography Merit

CAMPAIGN

Peugeot Drivesexy Tunes

CLIENT

Peugeot

AGENCY

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Best Typography, Photography and Illustration

Winner

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BEST Photography Winner

CAMPAIGN

IPA Small Budgets

CLIENT

Institute of Practitioners in Advertising

AGENCY

Touch DDB

TEAM

A/C Handling Team: Julian Calderara, William Waldron, Sarah Carter, Alex Coxhill.
Creative & Production Team: Darren O'Beirne, Jonathan Meatyard, Guy Bradbury



"The IPA small budgets initiative for their awards was cleverly done. The photography replicated famous advertising in a very engaging way that raised a smile for its audience. There was a moment of 'why is there a Volkswagen ad in there? Why is there a Sony ad in there?' and then within the context of the overall piece, the message was suddenly very clear."



BEST Photography Merit

CAMPAIGN

Carlsberg Wembley Programme Advert

CLIENT

Carlsberg UK

AGENCY

Billington Cartmell

BEST Digital Advertising Winner

CAMPAIGN
Liverpool Wall

CLIENT
Virgin Trains

AGENCY
Elvis Communications

TEAM

A/C Handling Team: Jenny Peacock, Catherine Morony, Tom Duckham, Sarah Ellis
Creative & Production Team: John Treacy, Rick Kiesewetter

“The Virgin campaign took digital communication beyond the internet and home computer environment and instead demonstrated an idea on a billboard poster: that delivered a customised message on a one-to-one level with people next to it in the street. It was a very original and innovative use of the media and also highly newsworthy.”



Best Creative

BEST Digital Campaign Winner

CAMPAIGN
Start Thinking Soldier

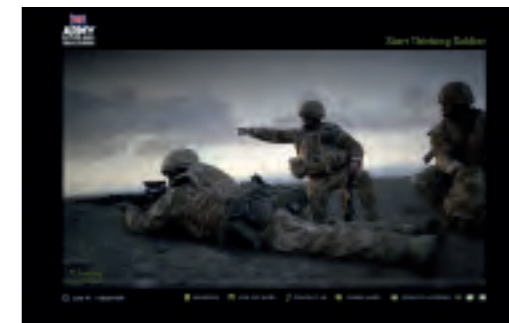
CLIENT
COI

AGENCY
Skive

TEAM

A/C Handling Team: Anthony Somerville, Tim Freeman.
Creative & Production Team: Louis Clement, Jim Hall, Ben Pitt, Alex Fell, Jake Prime, Lee Daley, Duncan Hall, Steven Archer, Dan Bradshaw, Asan Aslam, Jon Groom

“The TV commercial drove 3.5 million people online where the gameplay was excellent, the filming was excellent and the transitions between film and then gameplay were brilliant. As a seamless experience online, embracing both the gaming experience and an engaging online activation, it was mission complete.”



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BEST Illustration Merit

CAMPAIGN
Remember a Charity Last Wishes

CLIENT
Remember a Charity

AGENCY
Touch DDB



BEST Digital Campaign Merit

CAMPAIGN
Doritos iD3

CLIENT
PepsiCo International – Walkers Snacks

AGENCY
INITIALS Marketing



Best Creative

BEST Sales Promotion Communications **Winner**

CAMPAIGN
Doritos iD3

CLIENT
PepsiCo International – Walkers Snacks

AGENCY
INITIALS Marketing

TEAM
A/C Handling Team: Hannah Morris, Mike England, Laura Forster



“The Doritos campaign was unique and brave of the client in this sector. It used some of the traditional promotional techniques but combined them with the kind of narrative storytelling usually only seen in online gaming. The idea was very innovative, immersive, and well targeted.”



BEST Sales Promotion Communications **Merit**

CAMPAIGN
Kingsmill Wallace & Gromit

CLIENT
Allied Bakeries

AGENCY
Geoff Howe Marketing Communications

Best Creative

BEST Ambient Media **Winner**

CAMPAIGN
Remember a Charity Last Wishes

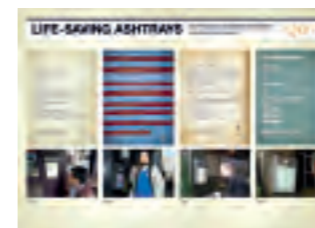
CLIENT
Remember a Charity

AGENCY
Touch DDB

TEAM
A/C Handling Team: Jonathan Goulding, Tamsine Foggin, Richard Hill, Simon Ringshall, Alex Coxhill. Creative & Production Team: Chris Lapham, Deborah James, Guy Bradbury



“Remember a Charity campaign was very different to the normal British way of talking about death which is always slightly awkward. It was sensitively done but actually funny too. It was a classic donation box, which at first glance seemed to be saying ‘give us money’, but there was a clever creative twist to drive home the idea of giving after death.”



BEST Ambient Media **Merit**

CAMPAIGN
QUIT Life-saving ashtrays

CLIENT
QUIT

AGENCY
Saatchi & Saatchi X

Winners



BEST Advertising Communications **Winner**

CAMPAIGN
Carlsberg Wembley Programme Advert

CLIENT
Carlsberg UK

AGENCY
Billington Cartmell

TEAM
A/C Handling Team: James Whillis
Creative & Production Team: Beri Cheetham, Liam Fenton



“The Carlsberg idea was very well executed and everything you could ask for in a print advert. Sometimes the adage ‘less is more’ really pays off: this was classically simple and really clean ensuring everybody saw the message, and everybody understood it.”

BEST Advertising Communications **Merit**

CAMPAIGN
Remember a Charity Last Wishes

CLIENT
Remember a Charity

AGENCY
Touch DDB



BEST Direct Communications **Winner**

CAMPAIGN
Financial Times – A Complete Spotter’s Guide to the World’s Most Elusive Breeds

CLIENT
Financial Times

AGENCY
Touch DDB

TEAM
A/C Handling Team: Matthew Bundy, Mat Jones. Creative & Production Team: Guy Bradbury, Darren O’Beirne, Jonathan Meatyard, Sam Oliver, Shishir Patel



“It is quite rare nowadays to see long copy used in this way, yet the FT piece was not indulgent. The use of ornithology for an otherwise very dry, boring subject was very compelling. You got the message from the very first sentence but it was so engaging it held your attention and interest right to the very end.”

BEST Direct Communications **Merit**

CAMPAIGN
Play with Colour

CLIENT
Habitat

AGENCY
WDMP



Best Professional Development

Winners

In partnership with



BEST Development of Agency Talent **Winner**

Saatchi & Saatchi X

“Saatchi & Saatchi X took a truly innovative approach to talent development. Their theme was ‘learning through doing’, building up real human insights across a number of different cultures. The learning and insights acquired were directly fed into improving creativity and services developed for clients.”

BEST Professional Innovation by an Agency **Winner**

NAME

Graceland

CLIENT

Elvis Communications

“Creative use of technology has allowed employees to interact, learn and bond with each other. A key objective has been ‘learning through taking responsibility and making your own decisions’. This has been successfully demonstrated by providing opportunities for more junior staff to take on leadership roles.”

BEST Development of Agency Talent **Merit**

The Marketing Store

BEST Professional Innovation by an Agency **Merit**

NAME

The Art of Selling

CLIENT

Saatchi & Saatchi X

TO THE TOP 10 BRANDS,
THEIR DIRECTORS,
MANAGERS AND
PROCUREMENT COLLEAGUES.

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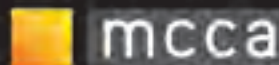
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