

10 entries
3 nominations



"This promotion took the brand's style and colour and brought them to life in a creative, motivational and impactful way"

Jonathan Posner
Michalski Posner Ltd

The judges said:

"This was an innovative campaign in the way it used brand values and the emotive nature of choosing colours for a home. The creative was fantastic"

"The excellent creative resulted in a strong and eye-catching promotion for the DIY sector"

"Strong sales results demonstrated how relevant product creativity, passion and emotion can deliver a highly impactful and memorable campaign"

"The beautiful creative work and engaging idea were true to the brand and motivating to the consumer"

Gold

CROWN BRINGS COLOUR TO LIFE

Campaign: Crown Colour Week 2005

Promoter: Akzo Nobel, Rachel Borrowes

Agency: TEQUILA Manchester

Account director: Michelle Bancroft

Creative director: Richard Sharp

For the first time in seven years, Crown paint sales were down, partly attributable to the reducing growth in the DIY market.

Using the ATL creative proposition "What colour do you want to feel?", it delivered a guaranteed experiential reward for purchase, as well as the opportunity to win a Mini. Consumers purchasing a five litre can of Crown Coloured Emulsion completed a claim form, available in-store or online. In return, they received a directory of all participating venues offering a choice of experiences – Calm, Jolly, Passionate or Romantic. Beautiful artwork of four different coloured paint splash icons reflected the

types of experience and was used in all POS, bringing the emotive proposition to life. Consumers could also enter a free prize draw to win a Mini. A total of 380 major retailers were supported with a visiting roadshow in which promotional staff wearing the appropriate colours assumed an emotional role related to the 'feelings' of the four colours. The roadshow, striking POS and the offers all combined to allow Crown to own the paint aisle throughout the promotional period.

A total of 1,100 stores displayed the POS materials and posted event schedules on their websites. The campaign delivered a 23% uplift in sales.

Silver

INDIANA JONES TRANSFORMS BOWLING

Campaign: Temple of Pins

Promoter: Mitchells & Butlers, Maxine Walton

Agency: Elvis

Account director: Claire Furlong

Creative director: Jamie Gaiger

Hollywood Bowl was suffering a decline in both footfall and awareness, attributed to a negative consumer attitude towards bowling as a dynamic, relevant leisure activity.

By expanding the ATL entertainment link with 'Hollywood', it set out to transform bowling from an 'activity' to an 'experience'. Hollywood Bowl selected a film – *Indiana Jones and the Temple of Doom* – that would appeal to the target audience of

families and young adults, and themed the bowl to reflect its drama and excitement. Bowling pins became the 'Temple of Pins', and scoring a strike delivered instant 'treasure', ranging from MP3 players to free food and drink. Bowlers also received a bounce back voucher to encourage repeat visits.

The promotion was a great success in both driving repeat visits – up by 35% – and transforming the game to a fun and exciting experience.

Bronze

AN EXCITING DRIVE FROM GT4

Campaign: GT4REAL

Promoter: Sony Computer Entertainment UK, Alan Duncan

Agency: 23red

Account director: Rob Bartlett

Creative director: Sean Kinmont

Sony wanted to drive awareness and familiarity with the fourth game in the successful *Gran Turismo* series, challenging a range of competitive driving titles.

Game fans were encouraged to visit a dedicated website to view 10-inch game videos and then take their favourite photograph with the chance to win a

specially customised Ford Focus GT4 and drive it round Europe. The mechanic inspired visitors to view the games on a number of occasions and linked into a new game feature – photo mode.

In the opening month, GT4 achieved its objective of the number one chart position and sold almost half a million units.