

Fusion Menu



Sean Kinmont, head creative chef at 23red

Here's a small selection of fusion dishes, combining the best elements of various direct marketing traditions in new and tasty ways. All of them use fresh ingredients with a dash of mobile, a sprinkling of digital, and a little saucisson of snail mail.

Appetiser

To whet the appetite, here's a little taste of that essential 'Hondaness' inspired by its 'Book of dreams' creative strategy. This well-crafted mailpack asks the same plain-speaking questions seen in the ad campaign, but still manages to deliver the nuts-and-bolts car spec info and data-gathering exercise. A good test of a strong proposition.

Client: Honda Agency: Hicklin Slade & Partners Copywriter: Malcolm Caldwell
Art director: Adam Haywood



Entrées

Curry anyone? When it comes to charity fundraising, there's usually a fun-run around every corner. Refreshingly, Scope's idea of a marathon includes 15 poppadoms, eight naan breads, three tarka dahls and 12 lagers. October 14 to 23 sees 'Scope Curry Week', with restaurateurs asked to raise money to support local disabled children. The recruitment pack is crammed full of lighthearted, brightly coloured posters and other kit that facilitates fundraising through curry eating.

Client: Scope Agency: Archibald Ingall Stretton Copywriter: Gary Williams
Art director: Sarah Harris



Loads of ingredients combine to make this fresh and unusual campaign for Post-it. A full-page ad in *Campaign* directs readers to a microsite to expand the walls of their minds and become followers of the wayofyellha.com. Sign up and you get a mailpack, including a Post-it philosophy book with some sticky Post-it wisdom: 'If you stick to the path you may find the way because it is marked by the post.'

Client: Post-it Agency: The Team Copywriter: Greg Sheridan Art director: Roger Rundle



A classic dish this, but cooked in a slightly different way. The usual test-drive invite is delivered as an interactive online game. Get behind the wheel of a Saab and make your way through various hazards in the quickest possible time, to win a car. Remarkably playable, considering you spend most of the game behind the wheel of the Saab, stuck in heavy traffic on a one-way system in Wimbledon.

Client: Saab Agency: Draft London Copywriter: Scott Andrews
Art director: Leigh Gilbert

Dessert

Finally, a little assortment of multimedia. MTV has launched Starzine, an interactive magazine that cleverly gets its impressionable viewers to do all the work by sending in mobile phone pics, along with copy, and design their own Web pages. Promoted through ingenious interactive banner ads that steal your arrow cursor and get all clingy on you, like some demented groupie.

Client: MTV Agency: Glue Creative team: Christine Turner and Simon Lloyd

