



# Most Effective Tactical Campaign

*This category always splits the judges and this year was no different. As in 2008 the final winner decision was made by an adjudicator*

## Gold: Gekko, Toshiba

Gekko and Toshiba are a perennially successful combination and each year Gekko prove the value of showing Toshiba's computers direct to the consumer in the retailers.

It has to be said that strong sales and high revenue generation are almost inevitable if you put a well trained, reward incentivised and hand selected team of demonstrators into John Lewis, Comet and PC World as Gekko did for this Easter campaign.

And indeed sales were very impressive with 280 demo days generating 9.77 sales per day of Toshiba notebooks to realise revenue of £1,291,698. Demonstrators converted to sale 38 per cent of the time – astonishing figures. These figures stacked up in spite of misbalanced performance per store which saw sellers in PC World perform at a much higher

level than those in Comet. However it was not selling, but upselling and competitor activity that turned this entry from an entry judges commended to one that reached the gold standard. The notebook promotion had a £399 price proposition but Gekko's team delivered an average price per sale of £479.12. This result was in the face of strong competitor activity that had also targeted the Easter period. Tarek Badour, customer marketing manager, Toshiba, commented "Capitalising on the Easter sales period, the campaign enabled us to give some added impetus to our key retailers. The Gekko demonstrators were able to make the most of the increased footfall and achieved some impressive conversion rates – sales that were achieved at the expense of our competitors."

## Silver: CPM, Camelot

When the big EuroMillions draws come around Camelot had a queuing problem which was frustrating customers and losing sales, so they instigated a Fast Pay system. But the lottery organiser needed to communicate Fast Pay as a service to shoppers in stores and for that they deployed a CPM army.

It takes real scale and skill to put out 750 briefed and trained brand ambassadors in stores in the three days before an £88 million lottery draw. CPM produced a team this size in 3 short weeks using intuitive DVD learning materials to get the team up to standard in time.

CPM provided the team with a special guide to help them to quickly identify prospects and explain the Fast Pay benefits.

The consequent Camelot Brand Communicator team distributed a total of 174,568 pre-printed EuroMillions Fast Pay lucky dip cards of which 53,253 converted into EuroMillions event draw sales – or one sale every four minutes on the day of the event draw. The conversion rate was 30 per cent - above the 25 per cent target and generated nearly £100,000. Judge Andrew Elsey, P&G commented "It is the necessarily tight leadtime that makes this stand out as a great piece of tactical field marketing"

## Highly Commended: Corporate Innovations, Walkers/Skoda

The campaign is written up as silver winner category for the most effective sales or demo campaign.



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### Commended Finalists

*The Brand Company, Duracell, The Brand Company, Sony*

### Previous Winners

*2007 The Blue Water Agency, Nicorette, 2006 IMS, The Guardian, 2005 PMI, Universal*