



Most Innovative Campaign

The shortlist for most innovative campaign was so good this year that you could write a short book about them. There isn't the room to do that, so expect to see further coverage of the leading contenders in *Field Marketing* magazine.

Gold: *Out of the Blue*, Helen Bamber Foundation

The winner took a well known concept of creating an experiential journey to show how good life can be and turned it dramatically on its head. In so doing they redefined awareness as a measure of brand experience.

The Helen Bamber Foundation, chaired by actress Emma Thompson, supports the victims of human rights violations, raises awareness of human trafficking and helps survivors rebuild their lives. Its founder, Helen Bamber, has been working with victims of cruelty for over 60 years.

Out of the Blue Communications was briefed to create an experience to raise awareness of the plight of women who are trafficked in the UK sex industry from other countries and to drive political debate around the issue of human trafficking.

The objectives were to raise awareness of trafficking and the plight of trafficked women; to inspire and activate the public, politicians and consumers to make a change; to galvanise and push through the ratification of the Treaty; and to protect trafficked women by raising money to provide them with the care they need.

For seven amazing days in September 2007, the North Terrace of Trafalgar Square played host to a powerful and highly provocative exhibition comprising seven shipping containers, each one representing a stage in the physical and psychological journey trafficked women take on their way to the UK.

The contents of each shipping container were conceived and curated by a world-famous artist.

1. 'Hope', curated by Oscar winning film designer Michael Howells, reflected the aspirations of the women who are about to embark on their voyage to the UK. It comprised four scenes of trafficked women in their home country depicted

by miniature puppets viewed through a series of keyholes.

2. 'Journey', curated by well known sound engineer Mick Martin, depicted the physical and emotional journey from within a shipping container through the power of sound.

3. 'The Uniform', curated by Oscar winning costume designer Sandy Powell, featured floor to ceiling mirrors with peep holes cut out of them.

Anyone who peered through the holes encountered their own reflection on the body of a trafficked woman, effectively highlighting that these women are just normal people.

4. 'The Bedroom', curated by Coco de Mer and creative catalyst for the installation, Sam Roddick, reflected the atrocities that these women face on a daily basis. The filthy bedroom, smelling of vomit and sex, featured a hurriedly scribbled sexual price list on a white board and a hydraulic bed moving as if people were having sex.

5. 'The Customer', curated by documentary photography Euan Spencer and award winning playwright Simon Stephens, featured hundreds of photographs of men from different backgrounds going about their everyday lives, accompanied by a soundtrack of men talking about sex and women.

6. 'The Stigma', curated by Turner Prize winning sculptor Anish Kapoor, reflected the stigma associated with these trafficked women during both their enslavement and, for the lucky ones who escape, in their lives afterwards.

7. 'Resurrection', curated by world renowned actor and the driving force behind the installation, Emma Thompson, featured hundreds of statements about the barriers faced when trying to put a stop to the sex trafficking industry and statements detailing what urgently needs to happen now.

The outside of the containers was

curated by Mode 2, the influential graffiti artist whose lettering and crisp character paintings are world famous.

Emma Thompson and Sam Roddick launched the installation in Trafalgar Square on 23rd September.

Results

The impact far exceeded expectations with 12,000 people visiting the installation over seven days, including high profile visitors such as Ken Livingstone, David Cameron, Pessa Jowell, Jacqui Smith, James Purnell, Colin Firth, Alan Rickman, Dustin

Hoffman and Ben Elton.

Approximately 2,500,000 people saw the installation at Trafalgar Square and more than £1.5m worth of editorial coverage was generated in national and global media.

More than 20,000 signatures were obtained on a petition for the UK government to ratify the Convention on Action against Trafficking in Human Beings.

Subsequently, the Journey against Human Trafficking was taken to the Vienna Forum to Fight Human Trafficking in February 2008, on the invitation of the United Nations, and was been invited to New York in September 2008.



Out of the Blue receive their award from Kru Live's Tom Eatendon (right)

Silver: *Gekko, Apple*

Together with Apple, Gekko created a Store In Store concept in 2006 and, adjusting for greater commercial payback, rolled this out in 2007 pan Europe, adding 16 further permanent locations in the UK to be staffed by Gekko. A Terminal 5 launch has also now taken place.

The SIS concept has brought the Apple

Store experience into 3rd party retailers. Included in this experience have been Apple product workshops. The sales performance/responsibility has been removed from the retailers and given instead to Gekko.

Results have included nearly £2million in hardware sales alone.

Silver: *SML Marketing and Events, AEG*

SML put live brand experience at the heart of a marketing campaign for the Tutankhamun exhibition, held at the O2. They used the O2 itself to host schoolchildren to create an enormous pyramid artwork. Multiple sales

promotion and on pack partners were secured to reinforce and halo the buzz. A full feature appeared in *Field Marketing* magazine. Email frank@frankpublishing.com for a PDF.

Most Innovative Campaign

Entrants will show that they have advanced the measurement process for a marketing campaign or series of campaigns. Judges will look for entries

that show that campaign(s) have been evaluated before, during and after a campaign and that show that at least two of the following criteria have been measured using sound methodology: product or brand

recall; word of mouth reach; PR reach; brand advocacy; propensity to purchase; enjoyment of the experience; meeting the quality expectations of the brand owner; campaign ROI

Previous Winners: *Channel Advantage, The Retreat*

Commended Finalists: *Sublime, Asahi*

Category Sponsor: *Kru Live*

Highly Commended Finalists: *Kyp Systems, Radio Aire and First Buses, space, Eurostar*

One definition of Innovation is 'An innovation is anything novel that creates value for its users'. It is also suggested that 'novelty requires application before it can be considered Innovation'. As a Specialist Staffing and Management agency whose core business is implementing other's creative flair, Kru Live see ourselves as the 'applicator' in this context and are very aware of the importance of getting it right! We chose to sponsor the award for Most Innovative Campaign at these years' awards to highlight the

diversity of our ever-expanding database of staff and demonstrate that although we are passionate about everything we do, working with agencies on new and individual campaigns that are brave enough to be different are the activities that really get us excited! This year we have been asked for a whole range of diverse and specific teams for activities including a request for an Australian Event Manager that could drive, was over 25, had travelled to every major wine region (and was knowledgeable about their

wines), familiar with blog-writing, as well as experience on at least 5 major campaigns. We of course found the perfect person, and our detailed involvement in this campaign along with the team we selected made it a huge success. We enjoyed the involvement in the awards and the challenges innovation brings and look forward to more in 2009.

Kru Live