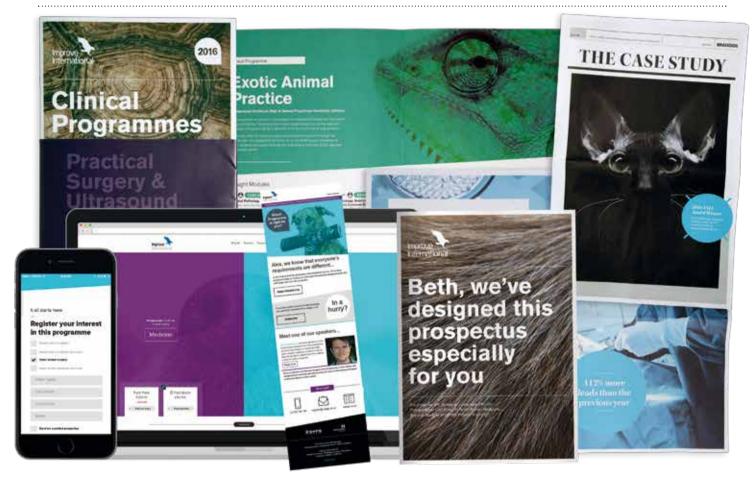
Awards 2016 Cross-media Company of the Year



Finalists

- DG3
- DST
- Eclipse
- ESP Colour

Winner

ESP Colour

www.espcolour.co.uk 01793 438400

"What the hell is this...?" opens the piece that scooped this prize. Improve International runs training for vets and veterinary staff and wanted to maximise uptake. Bravedog, the group's marketing agency, brainstormed a complete strategy to raise brand awareness, inform vets, differentiate the client from rivals, and fill up training spaces. ESP used a personalised email campaign, trade magazine and Facebook ads and personalised printed prospectuses. The campaign, said one judge, involved "full use of cross-media with impressive lead generation stats, and that's what matters." Results were spectacular, with significantly more leads than in the previous year and an equally impressive number of click-throughs. The training programmes, meanwhile, were fully subscribed.

Highly commended

DST

www.dstsystems.co.uk 08443 241 000

Christmas came early for the Text Santa charity partners after DST put together a national multichannel campaign to help raise £12.5m - 75% more than the previous year's appeal. DST Dagenham printed hundreds of thousands of direct mail pieces, welcome packs and certificates. DST London launched a website, created a 60,000 opted-in supporter database and sent 633,000 communications. "A genuine example of cross-media with everything done well and in-house," said one judge.

ESP's spectacular campaign made full use of cross-media

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