

Creative Media Partnership Award

Media Agency – MediaCom

Account Planner: James Thomas

Press Planner/Buyer: Clare Nash

Creative Agency – DDB London

Art Director: Rob Messeter

Copywriter: Mike Crowe

Volkswagen Thoughtbites Entry

How do you get people to think about the value of VW cars?

You get them thinking about the broader implications of the purchase. You talk to them when they are in the right frame of mind, making them think about what is essentially an abstract idea when they may not have been considering buying a new car.

Quality Newspapers offered us that cerebral pit stop where people turn to for both information and mental stimulation.

The subtle differences of each newspaper's editorial and readership were catered for with different executions. We sacrificed the higher readerships of main news for the mindset of those reading the comment and analysis and review sections and ensured the right creative complimented the editorial in each instance.

For example the Guardian's G2 Supplement, within Notes & Queries, delivered us a liberal green audience, the most appropriate environment to deliver the fuel efficiency thoughtbite.

With so many tailored messages for the different environments it was essential that the campaign was prolonged to deliver appropriate frequencies over the five months, the planning was as clever as the messages we delivered.

The Daily Telegraph – Comment – 22nd September 2007

SPY *Celia Winkler*

History mal

Bachelor parties

Role model

Delayed date

Global Lily

Frisk terrorist

COMMENTARY
We don't always need to know the unwarranted truth

Sam Leith

Why do we worry...
 ...about the...
 ...of...
 ...?



Softwagat Thinking 

COMMENTARY

Should we help Zimbabwe?

SIMON HEFFER *on Saturday*

It's high time that we squared up to Mugabe

Labour won't keep it to the family

This health and safety business is absurd

Why Dave won't be rocking Disraeli

Missing an over-18 isn't the BBC's job

Gardies, there will never be a better time

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