

VIRTUAL: DMA
AWARDS SHOWCASE
BEST IN THE WEST

/ Key Dates 2023

Entries open – Monday 3 July

Early bird deadline – Friday 28 July

Entries close – Friday 15 September

Late entry deadline – Friday 22 September

Shortlist Party – Thursday 12 October

DMA Awards Night – Tuesday 5 December

/ Contact us



Charlotte Gough
Head of Awards
DMA

Email: awardentries@dma.org.uk

Tel: 020 7291 3362 / 020 7291 3357

/ Welcome

Heather Westgate, Managing Director, We Are Marketing and member of the DMA Awards Committee

@WeAreMarketing



/ Gold: Customer Acquisition – The Nation’s First Pet Census – Campfire Agency & Blue Cross

Paul Handley, CEO, Campfire Agency

Paul Power, Creative Director, Campfire Agency

@Campfire_Agency

DM
Data &
Marketing
Association **A Awards**

THE BRIEF

- ✕ Reinforcing the charity's relevance in their 125th anniversary.
- ✕ Attract large volumes of new supporters to start lifelong relationships.

**THE
STRATEGY**



THE STRATEGY

- We love our pets, they're part of our families.
- These bonds have become even stronger during the pandemic, with millions taking in pets for the first time.
- More people are needing help and more prepared to offer it.





REACHING NEW AUDIENCES

HEARTLAND

Happy heartland

Highly engaged - grow, retain and respect them as individuals.

"Our pets are a perfect addition to our comfortable life in the countryside."

B. Prestige Positions
C. Country Living



Extending engagement

Maintain involvement and deepen engagement.

"I choose pets which fit in with my rural community lifestyle."

D. Rural Reality



Making plans

For their future, and their pets.

"My pet has been my loyal and beloved companion since my partner passed away."

E. Senior Security



FUTURE OPPORTUNITY

Philanthropic pet lovers

Personalised contact in a bespoke way that meets their needs.

"Animals are always in my heart - they don't suit my lifestyle now but I'm hoping to get one when I retire."

A. City Prosperity



Mature families

Long-term relationship opportunity across services and support - deepen engagement.

"We have very active lifestyles which suit our teenage kids - and our dog loves it too!"

F. Suburban Stability



Family First

Long-term relationship opportunity across services and support - deepen engagement.

"We're busy juggling careers and family life."

G. Domestic Success



Settling families

Long-term relationship opportunity across services and support - deepen engagement.

"We know our kids love having a furry friend, but budgeting for family life is our priority."

H. Aspiring Homemakers



SERVICES OR NON-FINANCIAL ENGAGEMENT

Budget believers

Animal welfare charity services are front of mind.

"Family budgets are tight but we know how important strong relationships with our pets are."

I. Family Basics



Budget drivers

Animal welfare charity services are front of mind, may support where they can.

"Budgets and the cost of living are driving my decisions, including pet ownership."

J40. Value Rentals
J41. Youthful Endeavours
J42. Modife Renters



Modest living

Looking for advice, support, or engagement which benefits them too.

"I believe in the joy of pets but I can't always own one either because I can't afford it or I'm living in a flat."

L. Vintage Value
W. Modest Traditions
N57. Community Elders
N58. Culture and Comfort

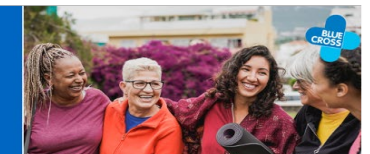


Urban renters

Looking for advice, support, or engagement which benefits them too.

"Disposable income is tight, but I'm always looking for some free pet advice or a savvy way to save."

J43. Renting Rooms
K. Municipal Tenants



Pets in the city

Seeking support and advice if they own a pet. Likely advocate for pet welfare too.

"My city location isn't pet friendly but if I can own a pet I need advice on how to best look after it."

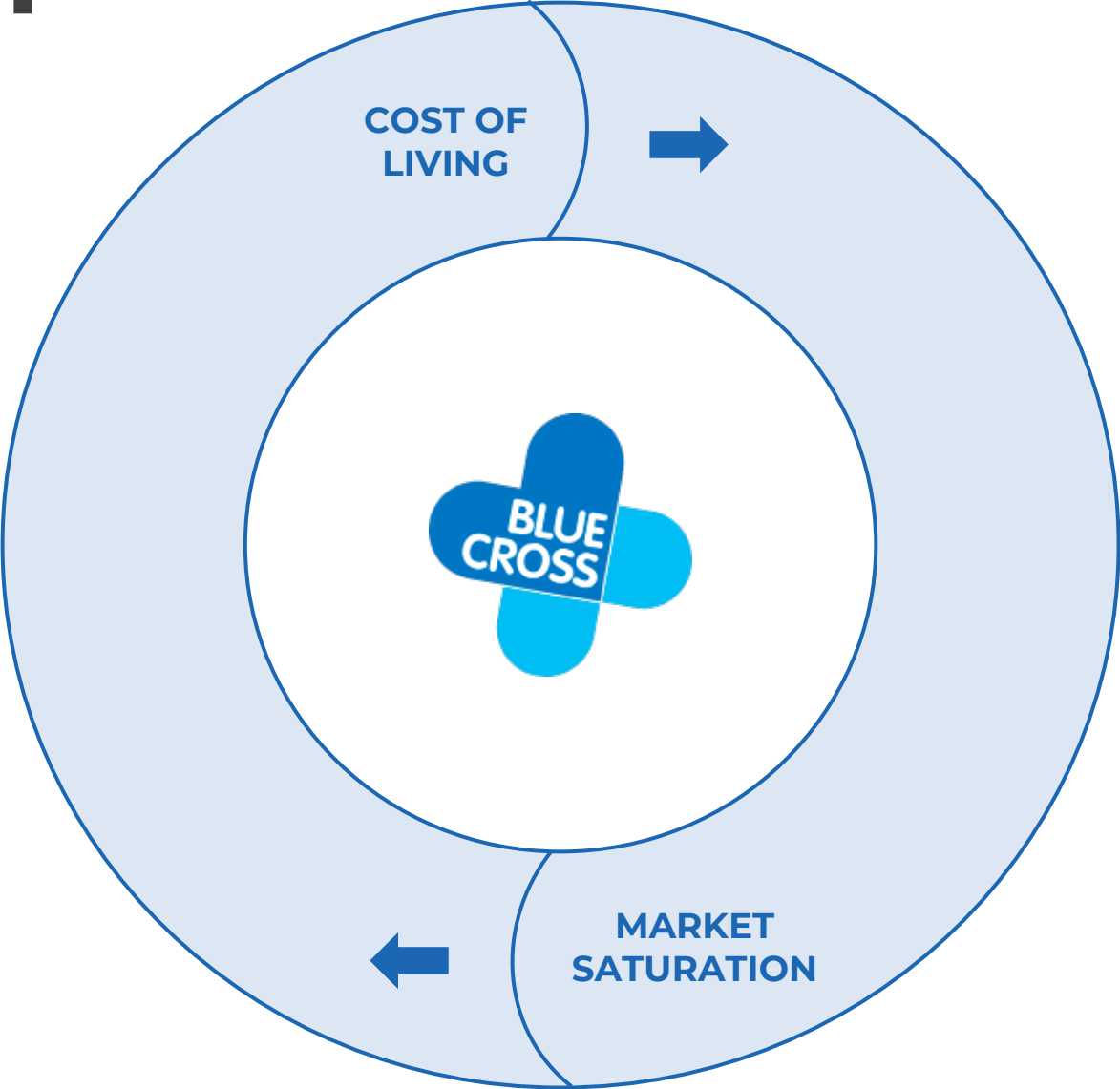
N60. Ageing Access
O. Rental Hubs



Rehoming
Giving time or money
Have means to help

Giving up pets
Seeking help
Need support

THE STRATEGY



A man and a woman are sitting on a wooden bench outdoors. The man is on the left, wearing a dark jacket and a grey t-shirt, holding a grey mug. The woman is on the right, wearing a brown scarf and a dark jacket, also holding a grey mug. A pug dog is sitting between them. The background is a wooden wall.

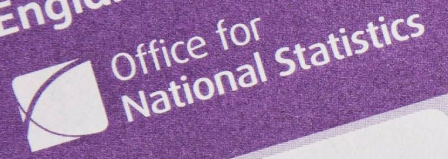
So, we invited people into the conversation....

...to help shape the future of pet welfare....



Household Questionnaire

England



Office for National Statistics



OCCUPIER
NEYMEADE
BRIDGEWORTH

1 932 18 / 36 11 9

63223422



0 58 845 6360 61

Return to:
FREEPOST 2011 Census,
Processing Centre, UK

A message to everyone - act now

Everyone should be included in the census - all people, households and overnight visitors. To help plan and fund services for your area like transport, education and health services, please complete your household questionnaire.

Complete online

www.census.gov.uk

Your personal internet access code is:

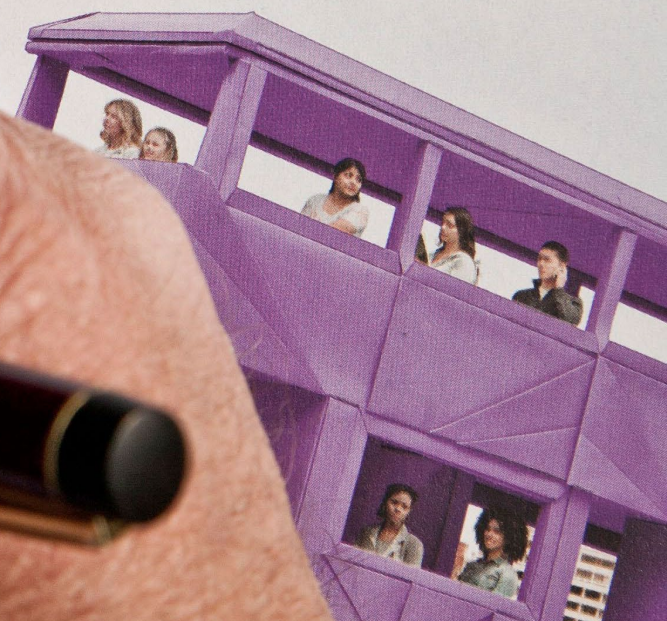
MKMH	MKMH	XZBG	N3BK	PBHK
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OR fill in this paper questionnaire and post it back using the pre-paid envelope supplied.

If your address is incorrect or missing your correct address here:

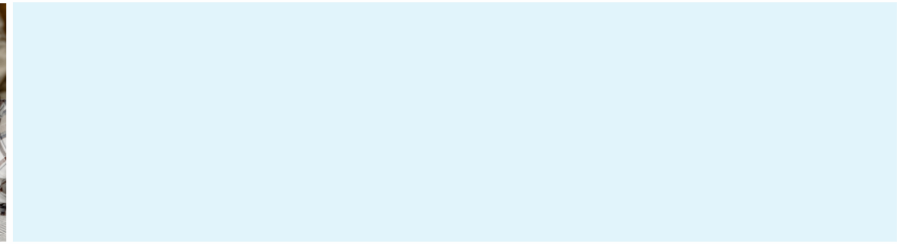


It's time to complete your census questionnaire





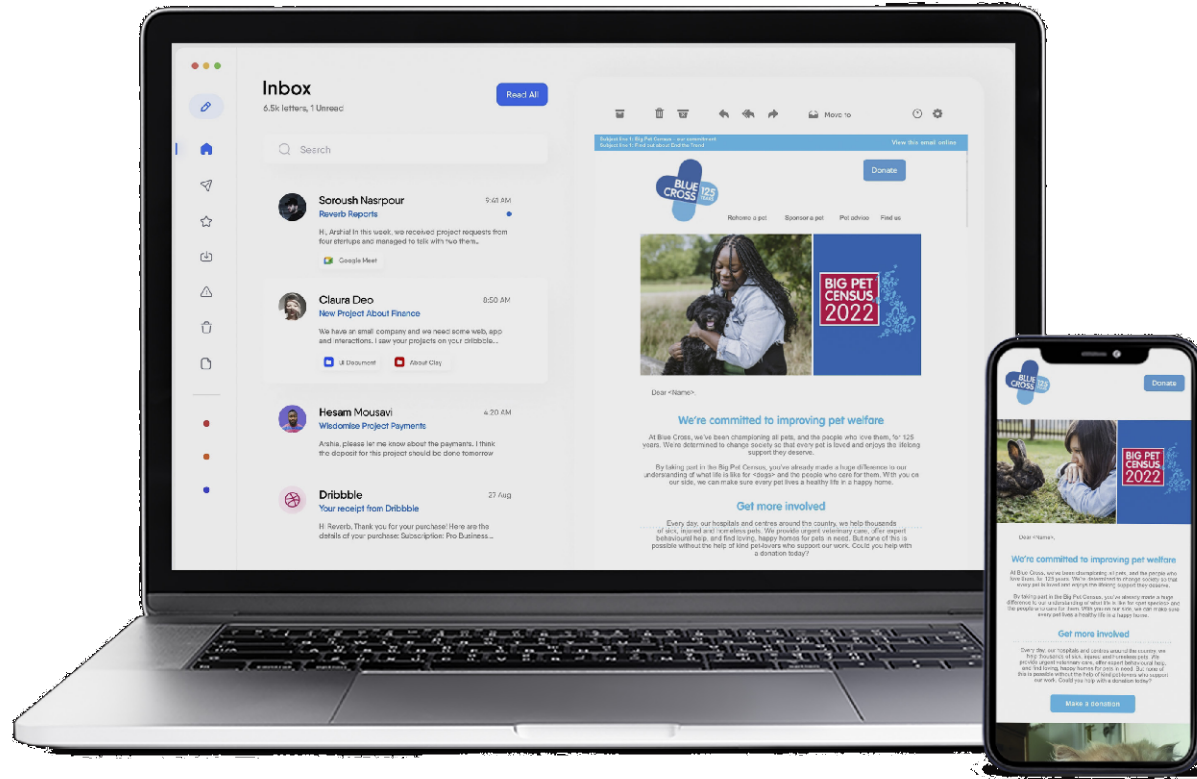
BIG PET CENSUS 2022



The Challenge: With a limited budget and in a busy market, Blue Cross were looking for a campaign to attract supporters, and increase brand awareness in their 125th year.

The Solution: Our solution was to hold the nation's first ever Big Pet Census - a truly integrated digital campaign, with workstreams a cross data, paid media, creative, and an ongoing journey/experience - which gave a nation of pet lovers the chance to get their voices heard.

The Results: Crucially, this powerful acquisition approach enabled the charity to speak with one clear voice across all audiences, before steering thousands of people into more personalised supporter journeys that continue to this day.



Sign our #EndTheTrend petition

We've launched a campaign to stop the over-population of brachycephalic pets like French bulldogs, pugs and Persian cats. The high demand for these flat-faced pets leads to poorly bred animals with terrible health issues such as breathing difficulties. To find out more and sign our petition, click below.

End the trend now



We're here for you and your pet

Ever struggled to find the answer to a question about your *<cat?>* Simply visit the pet advice section on our website for help on everything from medical conditions to behavioural issues to keeping your pet happy and healthy.

Get pet advice



CHANNEL INTEGRATION

THE
KITE
FACTORY

TikTok

Instagram

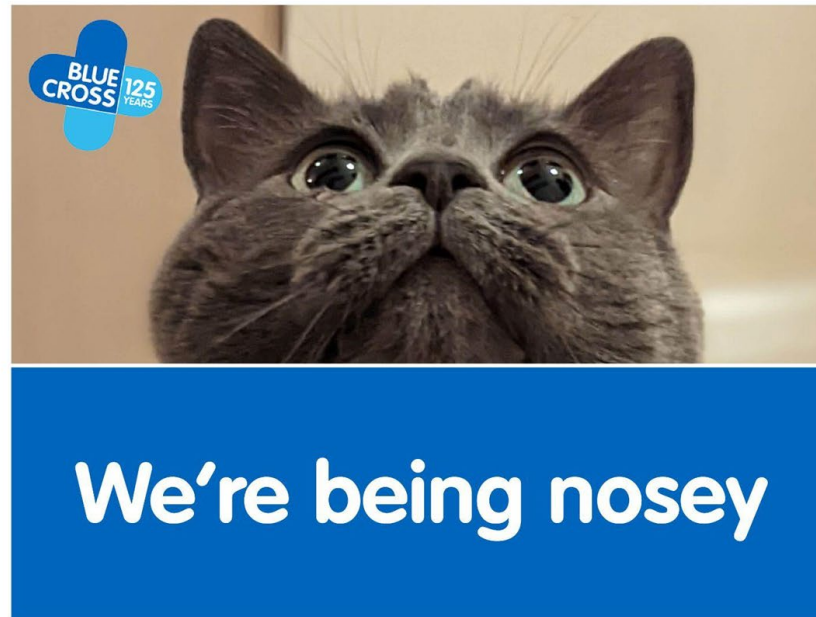
Display

Owned

Retail

Pinterest

Facebook



BLUE CROSS 125 YEARS

We're being nosey



How does your pet show you they love you?

They're excited to see me

Bring me their favourite toy

Talk' to me

They come for cuddles

Click to answer

BLUE CROSS 125 YEARS Pets change lives We change theirs

BIG PET CENSUS 2022

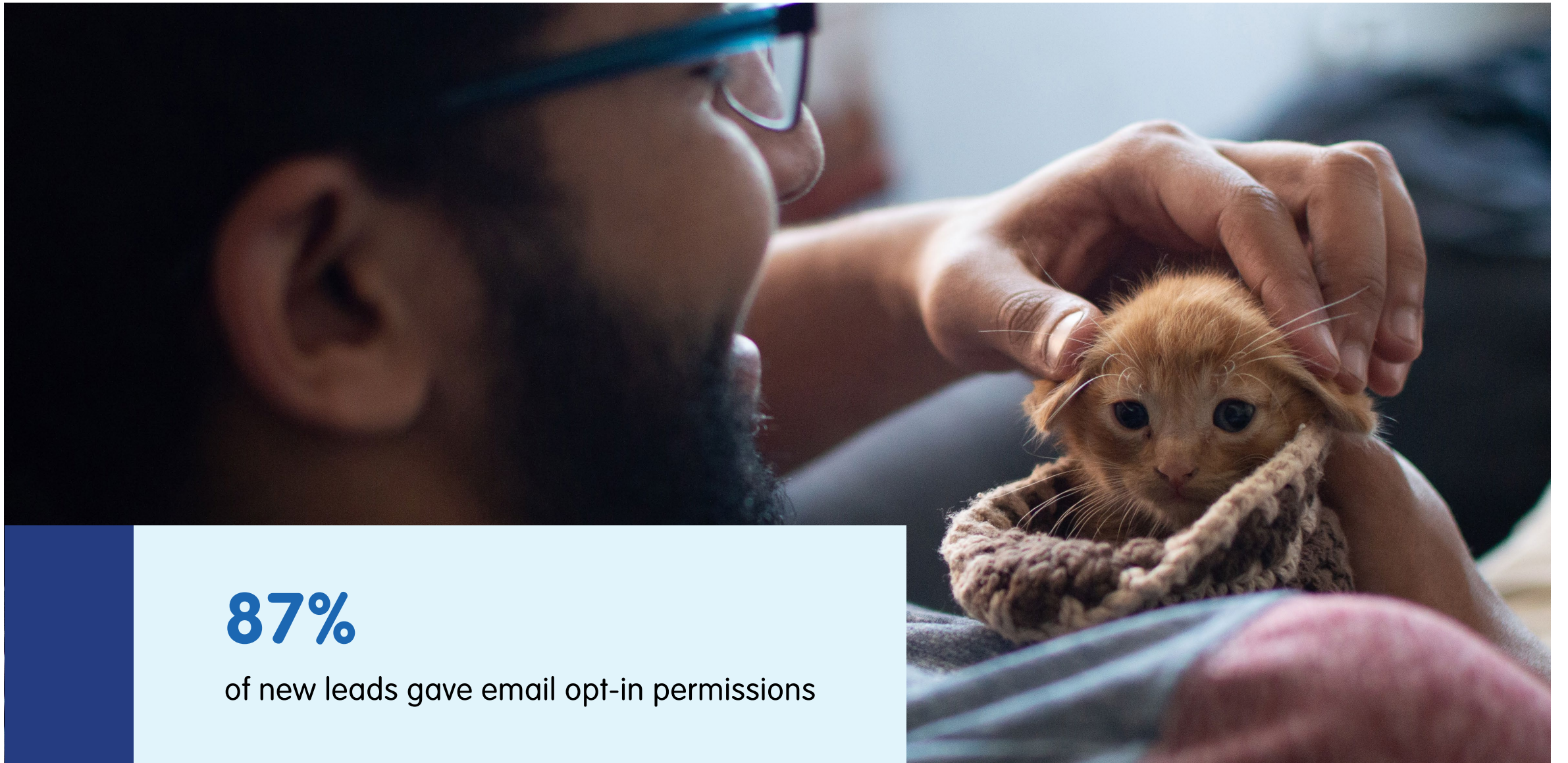
Communities

Face to Face



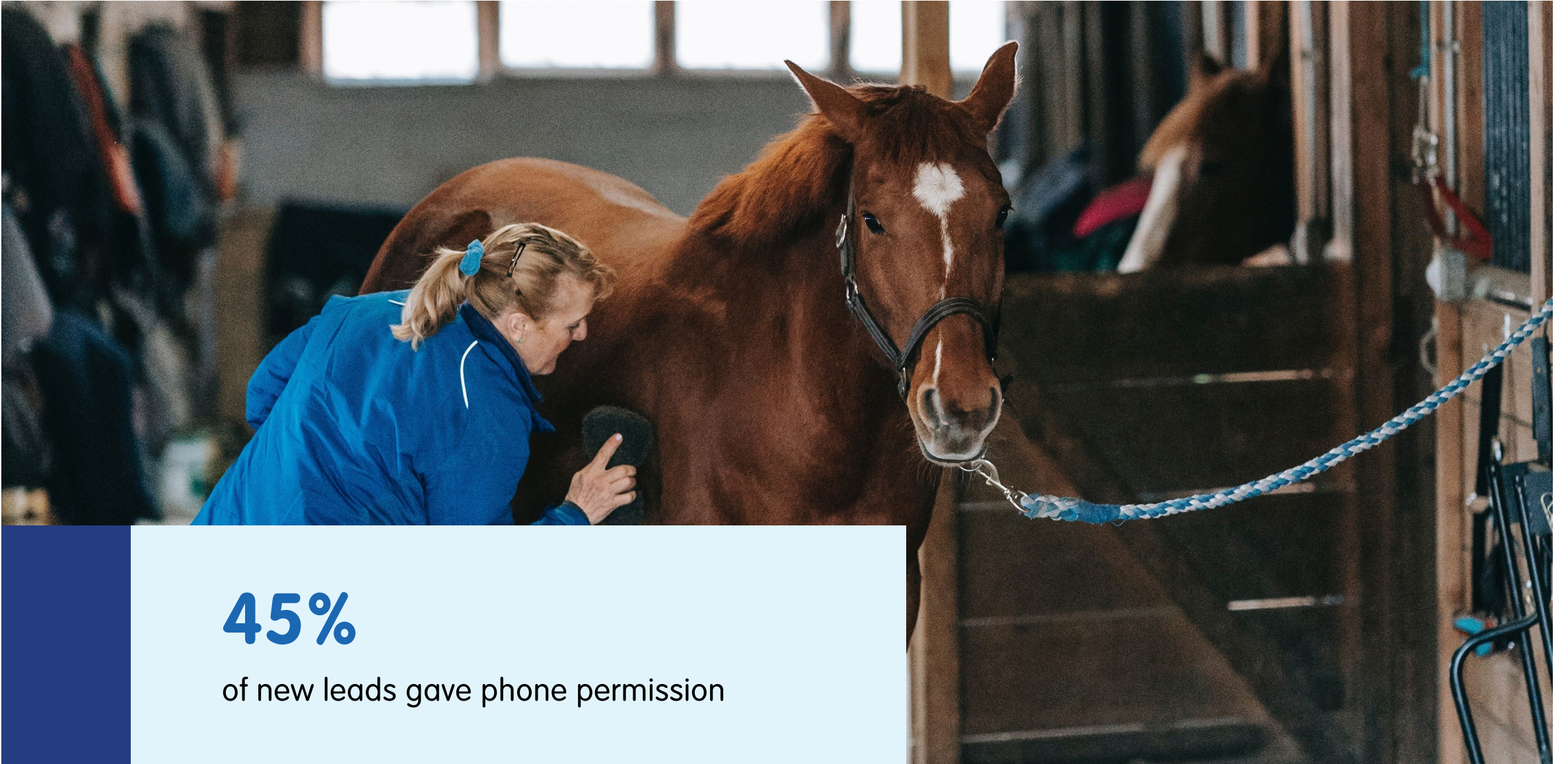
98,405

people added to Blue Cross's database –
142% over their ambitious target of 60,000



87%

of new leads gave email opt-in permissions



45%

of new leads gave phone permission



30%

under the targeted budget for paid-for
media cost per lead



Thursday 23 May 2023
@DMA_UK #dmaevents

/ Questions

Paul Handley, CEO, Campfire Agency

Paul Power, Creative Director, Campfire Agency

@Campfire_Agency

DM
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Association **A Awards**

/ Bronze: Mail – Queen Anne – Armadillo & Cunard

James Ray, CEO, Armadillo

Hannah Waters, Executive Creative Director, Armadillo

@wearearmadillo

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Marketing
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CUNARD

Brief

Launch an extraordinary new ship
to Cunard guests.

Reinforce the brand as the benchmark for luxury travel
without cannibalising bookings on other ships in the fleet...



...two years before she is ready to set sail

Strategy

Loyals

19,400 high spenders
and repeat bookers

Potentials

65,300 cruised, booked
or enquired before

Cunarders have a
favourite “Queen”

**Emotional
connection**

Cunarders treasure
premium souvenirs
from their voyage

Keepability

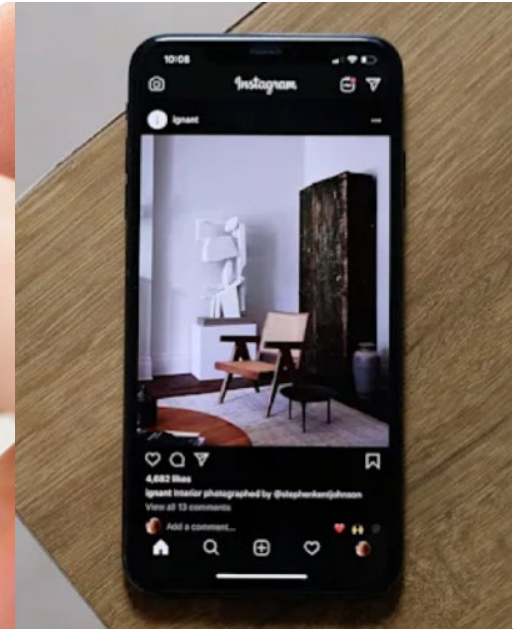
Creative



Use interior design themes to create collectable 'piece of art'

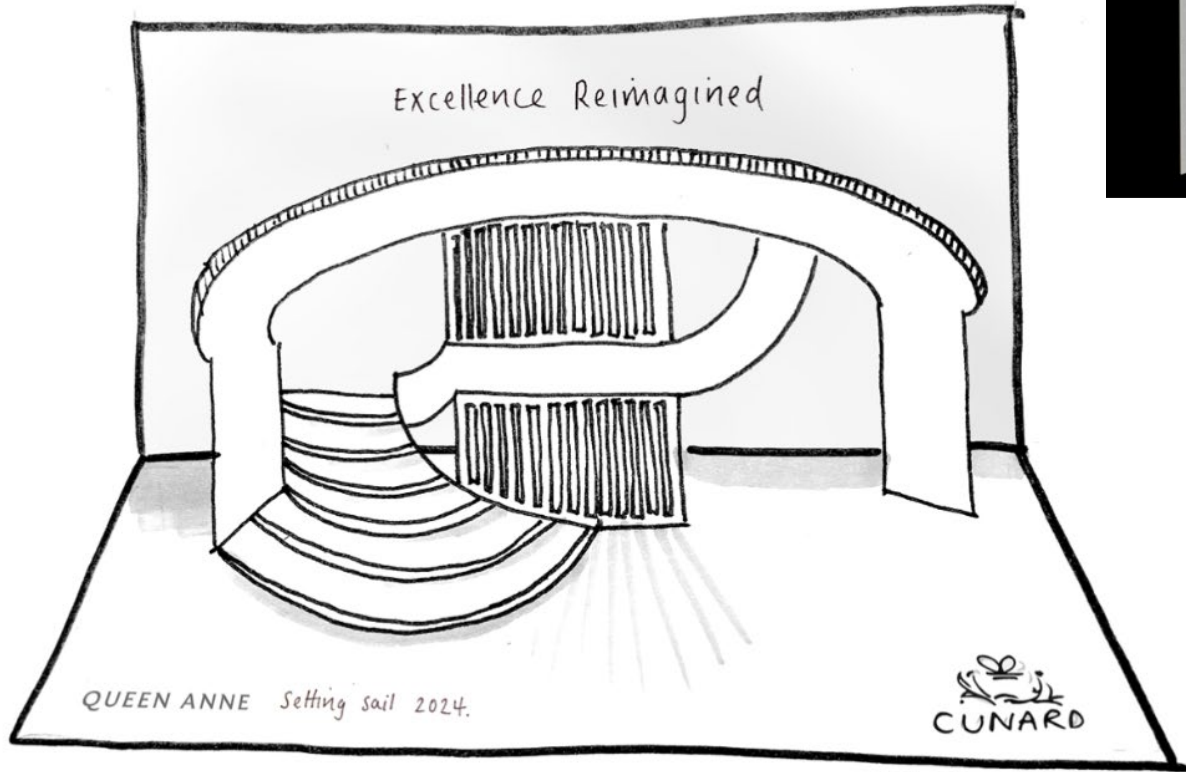
Concept 1

An elegant glimpse



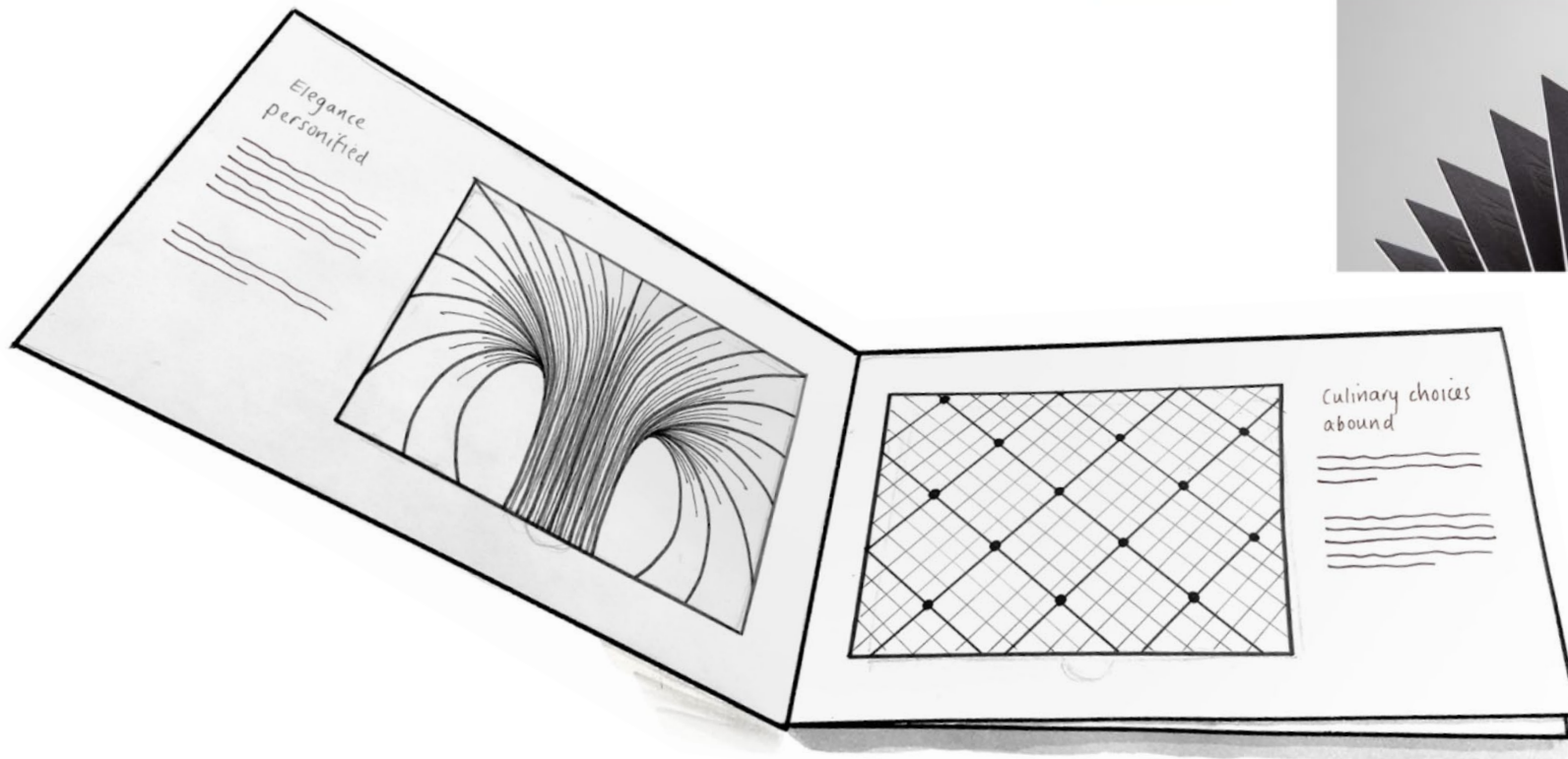
Concept 2

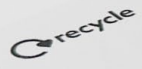
Engineered to perfection



Concept 3

A lasting impression





Mr A Smith
123 Queen Road
Royal Wootton Bassett
Swindon
SN4 8DD



47289564-397C
397C2A444K1E0D0M019336211128
If undelivered please return to:
Cunard, Carnival House, 100 Harbour Parade, Southampton SO15 1ST

187









For over 180 years we've set the bar - and then raised it. We've constantly refined the definitive experience of ocean travel. From this spirit comes the finest ship of its era, Queen Anne.

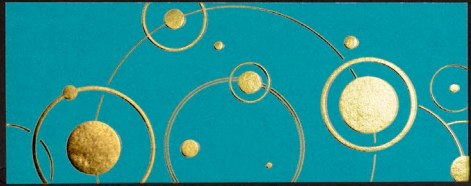


Breathtaking interiors, inspired by our past, now define the culture and direction of our future. Every aspect of your stay has been meticulously refined - from the smallest detail, to the highest standards.

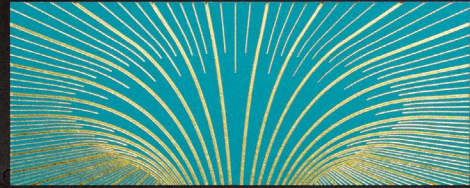
— 57 —



Comfort
Luxury



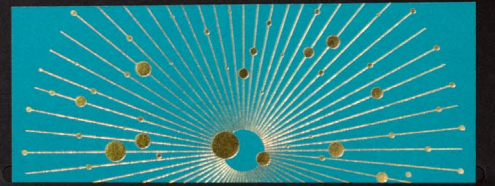
Designed with distinction.



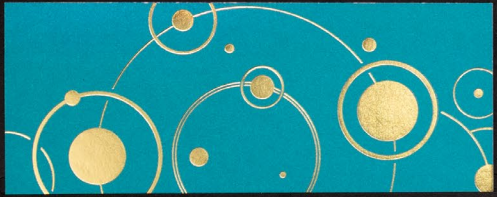
Elevating the exceptional.



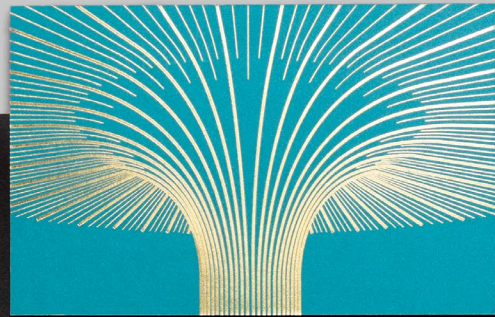
Comfort, redefined.



Evenings of splendour.



Designed with distinction.



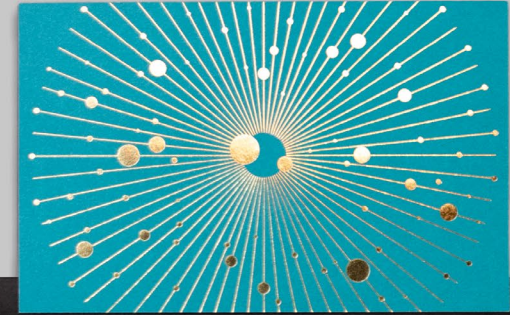
Elevating the exceptional.



Unwind in spectacular suites and staterooms; your private sanctuary at sea where elegant luxury meets effortless relaxation. Queen Anne is ready to usher you into a world like no other.



Comfort, redefined.

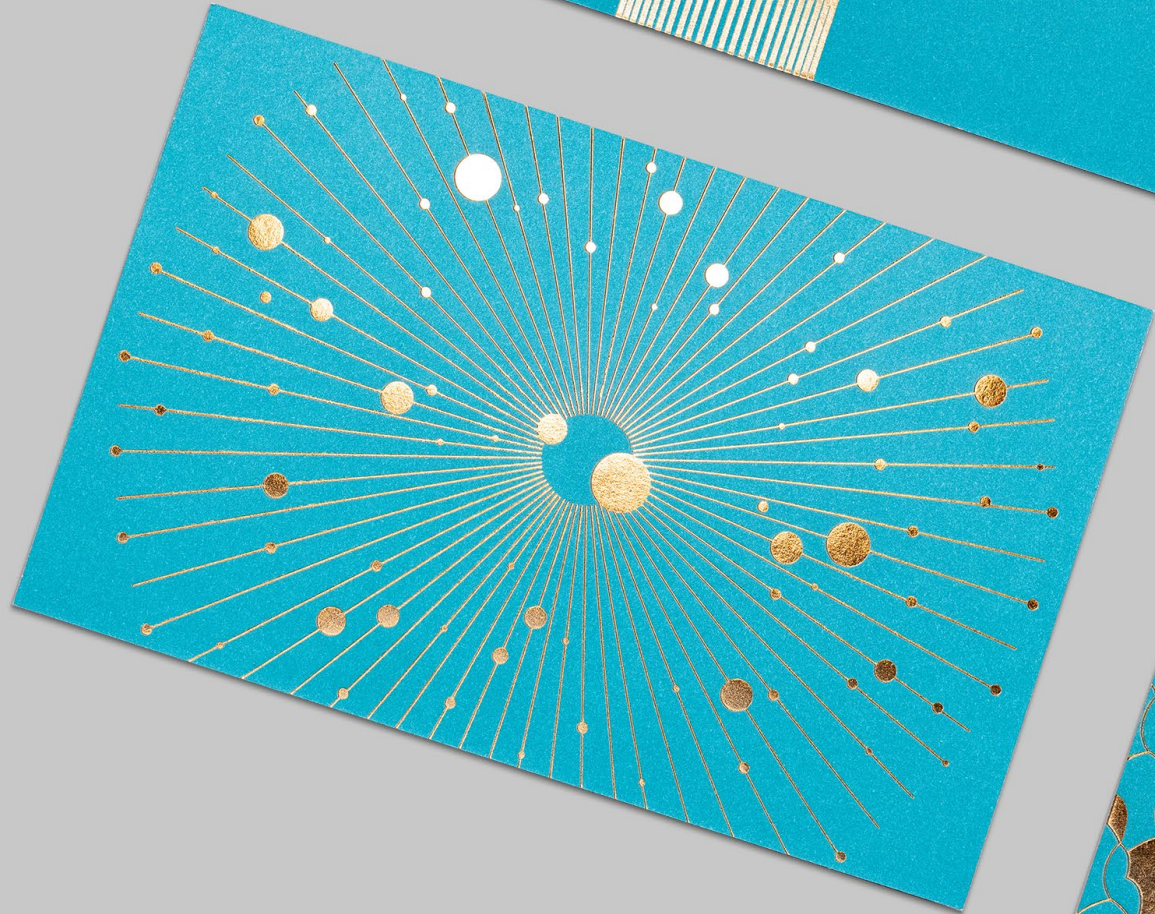
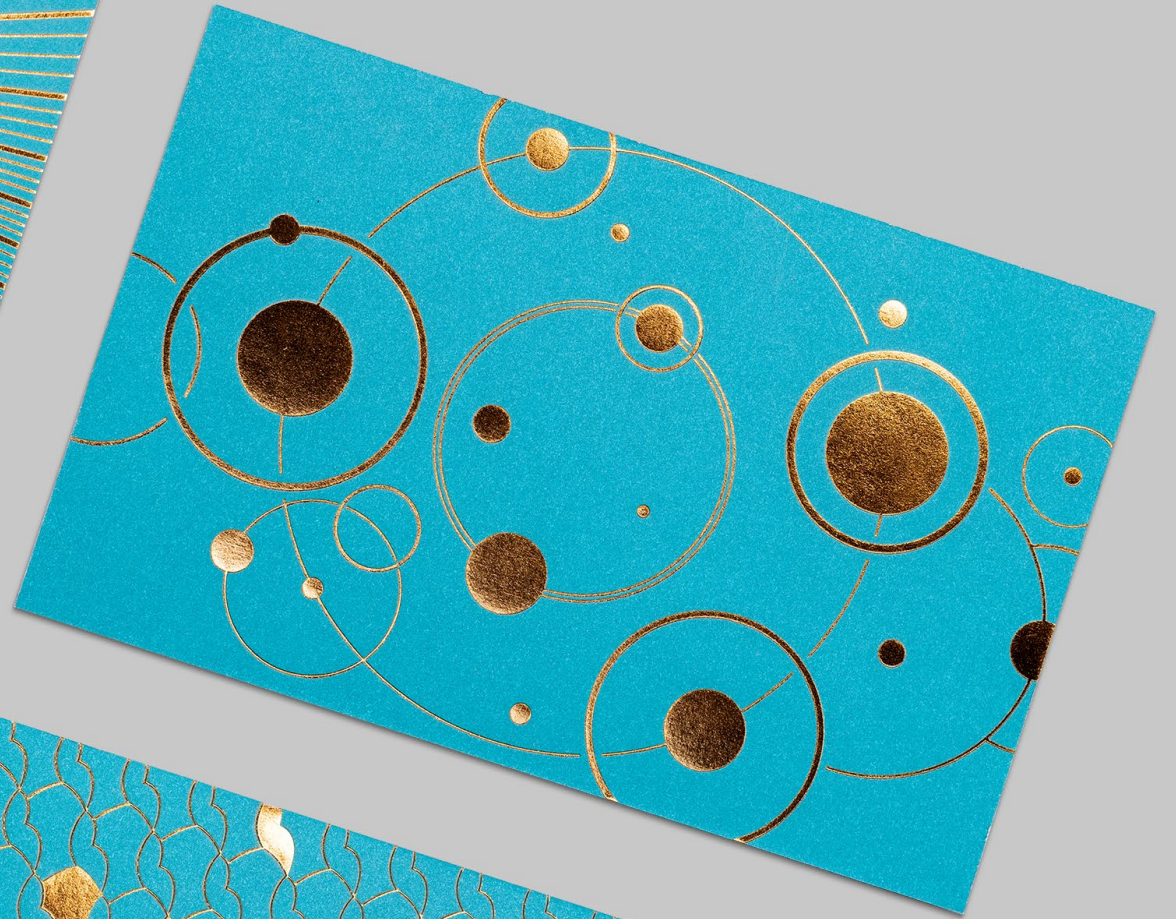
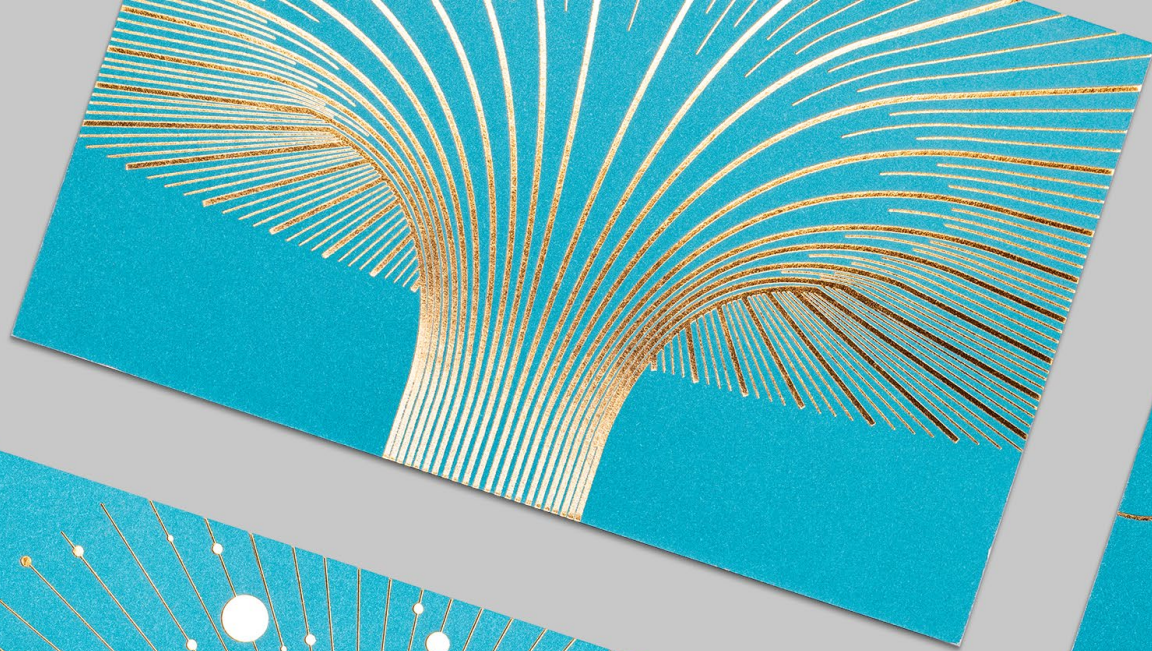


As the sun sets, the dazzling entertainment starts. Enjoy jaw-dropping performances in the theatre, dance to a live band in the Queens Room, or embrace the music in one of the many bars. Your choices may be endless, but each one will prove unforgettable.



Evenings of splendour.







Grand Lobby.



Princess Grill Suite.



Queens Room.

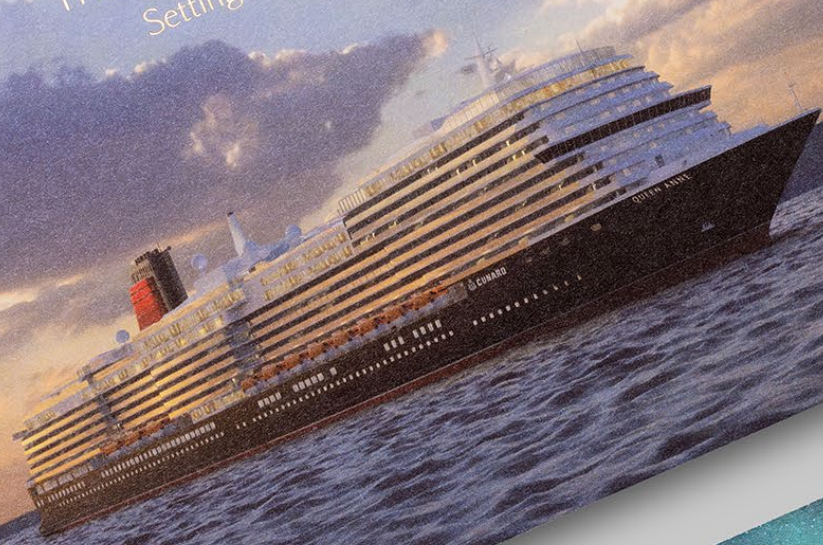


Britannia Restaurant.



CUNARD

Queen Anne
The Next In A Fine Line.
Setting sail in 2024.



Norway.

With its breath-taking coastline, picturesque fishing towns and majestic fjords, Norway blends a rich Viking history with modern-day Scandi style. And the view from on board Queen Anne will be nothing short of spectacular.

Tromsø, Norway

Cruise member

Departure date
16 Mar

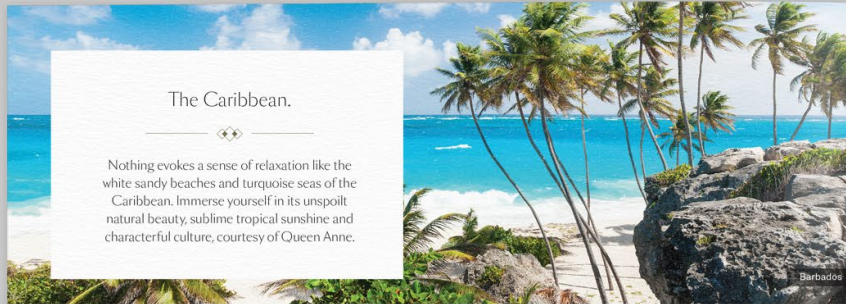
Arrival date
29 Mar 2024

No. of nights
13

Ports of call

Southampton, UK > Two Sea Days > Åndalsnes, Norway > Trondheim, Norway > Sea Day > Tromsø, Norway > Sea Day > Ålesund, Norway > Two Sea Days > Southampton, UK

cunard.com

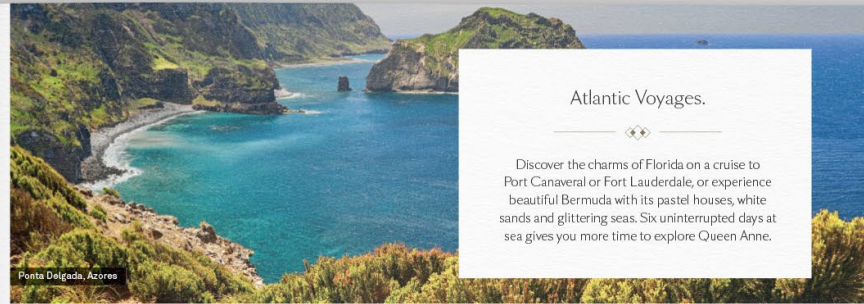


The Caribbean.

Nothing evokes a sense of relaxation like the white sandy beaches and turquoise seas of the Caribbean. Immerse yourself in its unspoilt natural beauty, sublime tropical sunshine and characterful culture, courtesy of Queen Anne.

Cruise name	Cruise number	Departure date	Arrival date	No. of nights	Ports of call
Eastern Caribbean	H405	27 Jan 2024	02 Mar 2024	35	Southampton, UK > Three Sea Days > Ponta Delgada, Azores > Six Sea Days > Port Canaveral, USA > Fort Lauderdale, USA > Two Sea Days > St Thomas, Virgin Islands ^{PA} > Philipsburg, St Maarten > Basseterre, St Kitts ^{PA} > Sea Day > Bridgetown, Barbados ^{LE} > Castries, St Lucia ^A > St Johns, Antigua ^{PA} > Tortola, Virgin Islands > Two Sea Days > Fort Lauderdale, USA > Two Sea Days > Hamilton, Bermuda > Six Sea Days > Southampton, UK
Eastern Caribbean	H405B	08 Feb 2024	21 Feb 2024	13	Fort Lauderdale, USA > Two Sea Days > St Thomas, Virgin Islands ^{PA} > Philipsburg, St Maarten > Basseterre, St Kitts ^{PA} > Sea Day > Bridgetown, Barbados ^{LE} > Castries, St Lucia ^A > St Johns, Antigua ^{PA} > Tortola, Virgin Islands > Two Sea Days > Fort Lauderdale, USA

^A = Anchor Port ^{LE} = Late Evening Departure ^{PA} = Possible Anchor Port For latest fare information visit cunard.com



Atlantic Voyages.

Discover the charms of Florida on a cruise to Port Canaveral or Fort Lauderdale, or experience beautiful Bermuda with its pastel houses, white sands and glittering seas. Six uninterrupted days at sea gives you more time to explore Queen Anne.

Cruise name	Cruise number	Departure date	Arrival date	No. of nights	Ports of call
Westbound Transatlantic	H405A	27 Jan 2024	08 Feb 2024	12	Southampton, UK > Three Sea Days > Ponta Delgada, Azores > Six Sea Days > Port Canaveral, USA > Fort Lauderdale, USA
Eastbound Transatlantic	H405C	21 Feb 2024	02 Mar 2024	10	Fort Lauderdale, USA > Two Sea Days > Hamilton, Bermuda > Six Sea Days > Southampton, UK

All dates shown apply only to the cruise and do not include flight times. For latest fare information visit cunard.com



To view the full range of voyages and fares, please visit cunard.com, call us on 03453 550 300* or contact your travel agent.
*Local call charges apply.

You may also open your device's camera, then hover over the QR code and select the pop-up on screen to learn more about Queen Anne's maiden season.

Sail with confidence.

To read the latest information relating to our enhanced health and wellbeing measures please visit: cunard.com/sailing-with-confidence

Terms and conditions.

Itineraries are correct at time of going to print. You are receiving this message because you have previously sailed with Cunard or enquired about a holiday with Cunard. You can manage your preferences at any time at cunard.com/myaccount.

To unsubscribe from Cunard communications, please email ukworld.club@cunard.co.uk or call 03453 550 300 (local call charges apply). For more information on how we use personal data please visit cunard.com/privacy. This message was sent by Cunard, part of Carnival.







Results

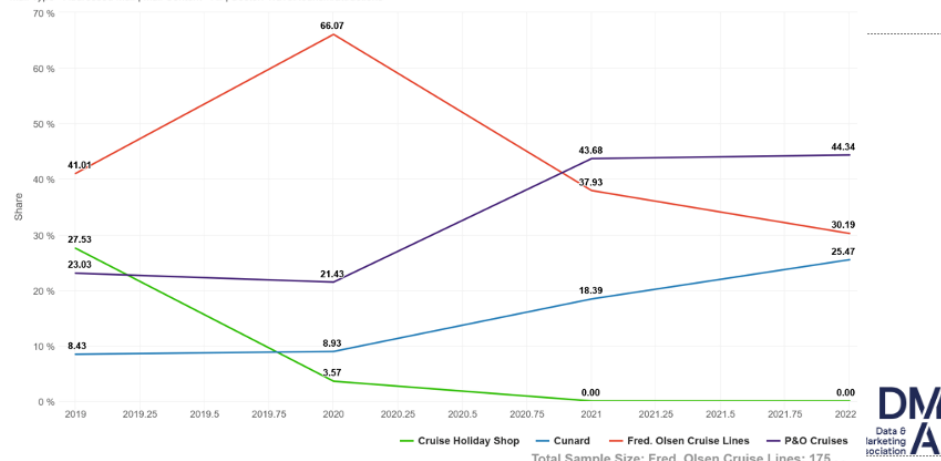
Cut-through

Creativity: Cunard has super-charged it's share of door mat in order to maximise creative cut through and impact

29

Share of Door Mat 2019 - 2022

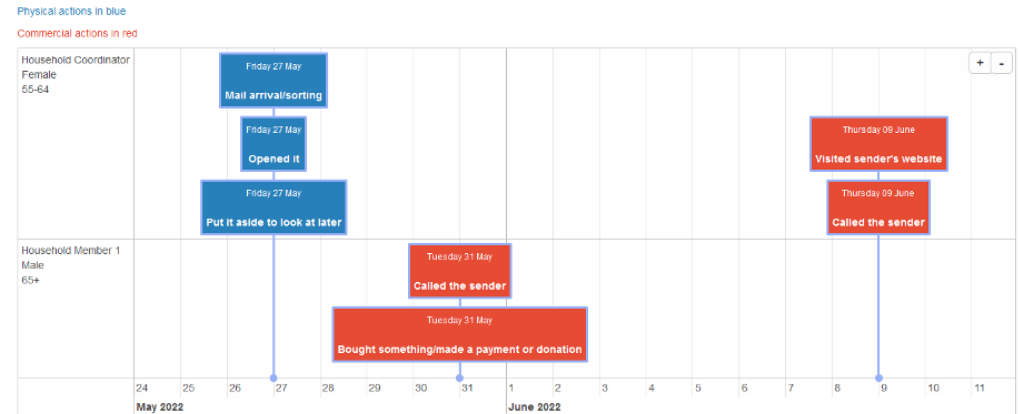
Mail Type - Addressed Mail | Mail Content - All | Sector: Travel/tourism/attractions



Keepability

Creativity: Cunard mail is shared, forming part of a household purchase decision making process

31



Loyals

19,400

12%

2,385

mail volume

response rate

bookings

Potentials

65,300

3%

2,126

£17 million revenue

46:1 ROI

Maiden voyage sold out on first day

Astonishing



Sandra Morag Allison

It has to be the fanciest cruise ship brochure we have ever received

Like Reply 11 w



František Brož

This is new level of luxury and accomodation style and still it has the unique retro look that is typical for all Queens. Thank to this beautiful combination, Queen Anne now has a potential to not only match, but even beat the most stylish ships of this time, such as Celebrity's Edge-class, Virgins's Ladies, Disney's Dream/Triton class, Carnival's Mardi Gras or even RCL's Wonder of the Seas. Bravo Cunard, bravo! 🍷

Like Reply 9 w



Ann Rowe

I got mine yesterday I thought it was beautifully done

Like Reply 12 w



Valerie Jeffery

I received one today. Beautifully presented.

Like Reply 12 w



Collectable



Graham Mcveigh

Just received ours the presentation is excellent . We have pre registered for the maiden voyage fingers crossed

Like Reply 13 w



Lynn Eyley

Received mine yesterday very well presented Queen Anne she looks amazing.

Like Reply 12 w



Andy Duncan

Waiting for ours to come !



Truus Fortune Was Ypma

24 July · 🌐



👍👍👍 34

38 comments



Joseph Wong

If anyone still has one, I would like one too 😊 V fortunate to be going on the maiden voyage too.

Like Reply 10 w



Ann Huntington Barnett

Martha Diehl Mauser I would be very grateful for one! I also did not receive one. I am also on Maiden Voyage (just found out today!!!!) - but no little "brochure" - I would be happy to pay for the postage (If you are in UK, I am in US....)

Like Reply 10 w



Sold 31 Jul 2022

CUNARD QUEEN ANNE BOX SET BOOKLET
BOX SET BOOKLET

Brand new

£17.60

1 bid

+ £12.99 postage

[View similar active items](#)

[Sell one like this](#)



Sold 22 Jul 2022

Luxury Cunard Advertising Queen Anne
Setting Sail 2024
Promotional Box Collector

Brand new

£12.50

3 bids

+ £2.50 postage

Thursday 23 May 2023
@DMA_UK #dmaevents

/ Questions

James Ray, CEO, Armadillo

Hannah Waters, Executive Creative Director, Armadillo

@wearearmadillo

DM
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Marketing
Association **A Awards**

/ Gold: Financial Services & Email – On the Money – Havas CX helia & Lloyds Banking Group

Ben Knight, Executive Creative Director, Havas CX helia

Nadia Mkinsi, Senior Planner, Havas CX helia

@havascxhelia

DM
Data &
Marketing
Association **A Awards**



[View video here](#)

Pain ahead as Britons braced for 11% inflation

How can the government be helped to help the people?

[Faded, illegible text from a newspaper article]

WE GOT THERE FOR TWO BIG REASONS

**01 THE RIGHT
INGREDIENTS
FOR SUCCESS**

**02 NO-NONSENSE
APPROACH TO
A BEAUTIFULLY
SIMPLE INSIGHT**

01 THE RIGHT INGREDIENTS



**FROM PRODUCT,
TO CUSTOMER
CENTRICITY.**



**AGENCY TEAM
FOCUSED ON
BRANDED
CUSTOMER
ENGAGEMENT**



**THE BRAND'S
PROPOSITION
'MAKE BANKING
MORE HUMAN'**

02 BEAUTIFULLY SIMPLE INSIGHT

A man with a beard, wearing a blue sweater, is sitting at a table in what appears to be a cafe or office setting. He has a distressed expression, with his right hand pressed against his forehead. In front of him on the table is a white coffee cup. The background is blurred, showing other people and interior lights.

**47% OF UK
ADULTS LACK
CONFIDENCE
IN MANAGING
THEIR MONEY**

TIMING

Communicating at the right moments for intervention in the financial lifecycle of the customer



CONTENT

Contextualising our money management tools and advice to their specific circumstances



DATA

Using customer data intelligently, both behind the scenes and within comms to build a more personalised narrative



03 THE RESULT?

CTD +300%
DWELL TIME +200%
C-SAT +91.7%
1 IN 2 TAKE ACTION



Thursday 23 May 2023
@DMA_UK #dmaevents

/ Questions

Ben Knight, Executive Creative Director, Havas CX helia

Nadia Mkinsi, Senior Planner, Havas CX helia

@havascxhelia

DM
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/ Closing Comments

Heather Westgate, Managing Director, We Are Marketing and member of the DMA Awards Committee

@WeAreMarketing



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