

TORN FROM THE PAGES OF CREATIVITY

This genius mailing serves as a master class in securing training budgets for emerging creatives.

Design & Art Direction [D&AD] promotes design and advertising excellence. How does the not-for-profit survive? Masterclasses, taught by today's creative stars to inspire tomorrow's leading lights.

For 57 years, the D&AD Awards have appeared in their legendary bible of the world's best work. As the budget to promote D&AD Masterclasses is tiny, they borrowed from their biggest asset.

To get attention, D&AD targeted industry leaders, found their award-winning work in the pages of the annual and then committed sacrilege. They ripped it out.

D&AD mailed each torn page with a personalized message, "Emma, you know where great work ends up. But does the rest of your agency know where it begins?" The call to action read, "Search D&AD Masterclasses now."

D&AD then surrendered budget to other awards shows – their best media channel. By entering their campaign for awards, D&AD had the eyes and ears of creative leaders who control the training budgets that fuel the new blood of emerging creatives.

Out of the gate, the campaign achieved a nine per cent response rate and a projected ROI of almost 13 to one. The campaign video was seen by awards judges. In winning gold at the Caples Awards, D&AD reached many creative directors. That's what we call a masterclass in direct mail and media strategy.



COMPANY: D&AD | PRODUCT: D&AD Masterclass | COUNTRY: U.K. | AGENCY: MRM | TEAM: Chairwoman & Chief Creative Officer: Nicky Bullard | Associate Creative Directors: Michael Poole, Andrew Pogson | Studio Manager: David Hunt