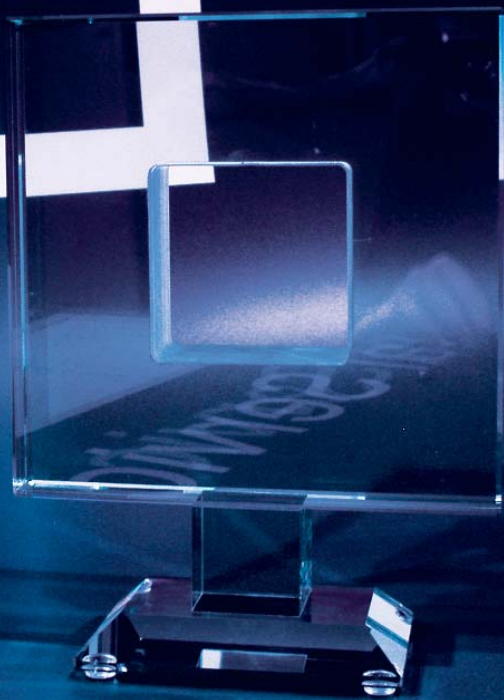


## Awards



# The Financial Services Forum Awards for Marketing Effectiveness 2005

## THE JUDGING PANEL

**Tim Ambler**

Senior Fellow,  
London Business School

**Leslie de Chernatony**

Professor of Brand Marketing,  
Birmingham Business School

**Annie Coleman**

Director of Marketing, Europe,  
Goldman Sachs

**Paul Feldman**

Divisional Director of Banking and  
Mortgages, Nationwide Building Society

**Gary Hockey-Morley**

Category Director – Home, Abbey

**Jon Male**

Former Head of Mint Brand and Online,  
Royal Bank of Scotland

**Malcolm Oliver**

Editor, Argent

**Neil Scaife**

Head of Marketing Communications,  
More Th>N

**Anthony Thomson**

Chief Executive,  
The Financial Services Forum

**Paul Walsh**

Sales and Business Development Director,  
Barclays Services Dublin

**John Watton**

Enterprise and Marketing  
Industry Lead, Microsoft



ROYAL MAIL is delighted to continue its support for the Financial Services Forum Awards for Marketing Effectiveness, one of the most important events in the financial services calendar, and a tremendous forum through which to champion and celebrate ever higher industry standards.

The proliferation of media choices, allied to the rapid fragmentation of broadcast media, makes reaching audiences an ever-more complicated process, but one that, done well, reaps huge rewards. And this at a time when consumers have reminded us they look forward to the mail means that Royal Mail – with its ability to deliver to all the UK's 26m addresses every day, and with products and services designed to drive even better business results – will continue to play an ever-more important role in supporting direct marketing in financial services.

The award winners provide inspiration and an acknowledgment that financial services marketing at its best delivers value to business and consumer alike in a timely and relevant manner.

Congratulations to all of them.

**Alex Batchelor**  
Marketing Director  
Royal Mail Group







**Most Effective Advertising Campaign**

- Winner** The Derbyshire
- Commended** Loans.co.uk
- Yorkshire Bank and Clydesdale Bank
- Virgin Money

**Most Effective Direct Marketing Campaign**

- Winner** Cheltenham & Gloucester
- Commended** Co-operative Financial Services
- Loans.co.uk
- Yorkshire Bank and Clydesdale Bank

**Most Effective E-Commerce Campaign**

- Winner** More Than
- Commended** National Savings and Investments
- Portman Building Society

**Most Effective Integrated Campaign**

- Winner** AXA UK
- Commended** Sainsbury's Bank
- The Derbyshire

**Most Effective Internal Marketing**

- Commended** Lloyds TSB Commercial Finance
- VOCA

**Most Effective Mortgage Initiative**

- Commended** Ulster Bank Group
- Portman Building Society

**Most Effective New Product, Service or Innovation**

- Winner** Yorkshire Bank and Clydesdale Bank
- Commended** Skipton Financial Services
- Bank of Ireland
- Britannia Building Society

**Most Effective Public Relations Campaign**

- Winners** Morgan Stanley
- SAGA Services
- Commended** More Than
- Prudential

**Most Effective Sponsorship Campaign**

- Commended** Norwich and Peterborough

**Judges' Special Award for Customer Insight**

- Winner** Bank of Ireland

**Judges' Special Award for Marketing Learning**

- Winner** Yorkshire Bank and Clydesdale Bank

**Marketer of the Year**

- Winner** Peter Stringham, Group General Manager, Marketing, HSBC Holdings

