



GCI Triumphant at European SABRE Awards

GCI UK has won a prestigious Sabre award for its "Making New Mates" programme for Mates Condoms.

The agency scooped the award for Best New Consumer Product Campaign, beating rival finalists from all over Europe.

The awards ceremony, held in Paris earlier this month, recognised the entire European PR industry and rewarded work it believed had demonstrated "the highest standards of innovation, integrity, and effectiveness."

The campaign, which was designed to promote great but safe sex to 16-21yr olds, was commended for its simple, but highly effective strategy that delivered mass impact to a typically hard to reach audience.

Stephanie Surrey, Mates' Head of Marketing for UK and Ireland added, "GCI's highly creative concepts linked well with other marketing disciplines to produce an incredible successful and integrated campaign. Through their originality and ambition, GCI enabled Mates to own concepts, give the brand an edge and position Mates as the ultimate accessory."

The campaign became Mates' biggest UK PR campaign to date and plans are already afoot to beat it this year. In total the activity delivered an OTS of 320m, an equivalent ad value of over £2m and an ROI of 50:1. Furthermore, the average downtime across the period (average length of time without coverage) was 4 days, which to an enthusiastic Mates consumer might sound like a long time but in PR terms is quite hard to keep up!