

Boomtown Cannes Lions finalist

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Boomtown Strategic Brand Agency has been shortlisted for the prestigious Cannes Lions Award, for a Direct Lion in the Business Products and Services category for their Always On campaign implemented for global power generation service provider, Aggreko. The Always On campaign, which used a creative direct marketing piece in the form of a mechanism that turns itself on when switched off, formed an integral part of this campaign bringing to life the notion of you power being 'Always On' with Aggreko.



The agency was nominated for this award amongst a handful of South African agencies and was selected amongst 34 301 entries from 87 countries to be short listed in this internationally competitive space.

"Within our category only one entrant won a Silver award, which shows the incredibly high standards of the Cannes. This is the pinnacle of advertising awards and it is an incredible feeling to know our work was selected amongst more than 34 000 entries to be short listed," said Andrew Mackenzie, Creative Director at Boomtown.

The aim of the campaign was to launch Aggreko's power solutions to a niche target market in South Africa . The creative team at Boomtown conceptualised a unique three dimensional direct marketing piece in the form of a simple black box which continues to turn itself on when the user tries to turn it off.

"This was a creative and strategic concept that delivered a 57% response rate in terms of lead generation for Aggreko, a remarkable response rate for any direct marketing campaign," added Mackenzie.

This campaign has also received two Gold Assegai awards in the Craft category for creative solutions, the Media category for 3D, as well as the Inkosi Award, the most prestigious award at the 2011 Assegai Awards. The Assegai awards celebrate the most creative and effective integrated marketing campaigns.

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