



June 15, 2006

How long? | 3-4 minutes

# Cast your vote for the best SP Campaign

Walkers, Coke, Tesco, Cadbury - the list of great SP promotions is endless. But P&I has narrowed it down to 50, and now it's time to choose the all-time favourite. No doubt the arguments are breaking out already. Best SP campaigns?



What about Walkers' Money Bags? And Green Shield Stamps? And those plastic daffodils? Yes, we know this is a deeply subjective list, but we did assemble a formidable panel to help decide who should feature in it. The campaigns you see here have been compiled from suggestions submitted by a comprehensive collection of people whose knowledge and expertise in marketing is second to none: our readers.

Opening the shortlist out has resulted in an immense response and we're continuing to get campaign suggestions that are list-long rather than the one push for which we asked. Most suggestions have been supplemented by extremely persuasive arguments on why certain activity really must be included, and we now have many more contenders than the 50 we initially anticipated.

Significantly, your response has illustrated the range and diversity of activity that makes up some of the best SP of the past few years.

P&I carried out a similar campaign exactly six years ago, asking SP's elite to name which

campaigns they thought people would remember beyond 2000. In the top three were Shell's Make Money, Heinz's Car a Day, and John Players' Spot Cash; in the top 20 were the campaigns we mentioned earlier - the daffodils, Walkers' Money Bags, Green Shield Stamps, as well as Cadbury's Faberge-like Egg Mystery and Harry the Lime.

Much has changed in six years, but some of these campaigns have made it into the current shortlist for P&I's Best SP Ever search for the ultimate sales promotion. We're looking for the most outstanding SP campaign as voted by marketers across disciplines and categories - in other words, you and everyone you work with.

Thanks to the considerable help of Nigel Owens and his agency, WPP shop Sharpen Troughton Owens Response (STO Response), the shortlist you see on these pages has been posted online at [www.bestSPever.com](http://www.bestSPever.com). You may not think that every push listed here deserves to be so honoured, but there's every likelihood that there will be one campaign that, for you, outshines all others.

This is the one we want you to vote for online. All you have to do is log onto the website, click on your ultimate campaign and you'll have had your say.

Yes, this is a bit of fun, but more more significantly, it celebrates all that sales promotion has to offer both creatively and to the bottom line, with a demonstration of seminal activity. With your help, we'll be creating an ongoing and pivotal point of reference for both clients and agencies.

- Log on and vote now, [www.bestSPever.com](http://www.bestSPever.com)

Brand Name: Andrex  
Agency: SMP  
Campaign: Free Beanie Toy Puppy

Brand Name: Ariel  
Agency: Arc  
Campaign: Championship Whites

Brand Name: BA  
Agency: Saatchi & Saatchi  
Campaign: The World's Biggest Offer

Brand Name: Berol  
Agency: Perspectives (now Sharpen Troughton Owens Response)  
Campaign: World's Shortest Bestseller

Brand Name: Boomerang Media  
Agency: Swordfish  
Campaign: Hunt for the Golden Boomerang

Brand Name: Cadbury's  
Agency: Triangle  
Campaign: Txt 'n' Win

Brand Name: Cadbury's  
Agency: Triangle  
Campaign: The Cadbury's Creme Egg Mystery

Brand Name: Carling  
Agency: The Marketing Store  
Campaign: Carling Football Stuff

Brand Name: Coca-Cola  
Agency: ZGC  
Campaign: Coke Auction

Brand Name: Coca-Cola

Agency: BD-Ntwk

Campaign: Win a Player

Brand Name: Coca-Cola

Agency: BD-Ntwk

Campaign: Win Music Downloads

Brand Name: Comic Relief/Sainsbury's

Agency: Team LGM

Campaign: Comic Relief

Brand Name: Daily Telegraph

Agency: IMP (now Arc)

Campaign: Telegraph Fantasy Football

Brand Name: Department of Health

Agency: Iris

Campaign: Sex Lottery

Brand Name: Dove

Agency: Triangle

Campaign: Dove Firming 2004 - Real Women

Brand Name: Dove

Agency: ID

Campaign: Hair Histories

Brand Name: Dutch Meat Board

Agency: Black Cat

Campaign: Smash the £1m piggy bank

Brand Name: Esso

Agency: McCann Erickson

Campaign: Esso World Cup Collection

Brand Name: Golden Wonder

Agency: Logistix

Campaign: Pogs

Brand Name: Heinz

Agency: Dynamo

Campaign: Win a home

Brand Name: Hovis

Agency: Dynamo

Campaign: The Great White Prizes promotion

Brand Name: Innocent

Agency: In-house

Campaign: Supergran - Keeping Little Bottles Warm at Christmas

Brand Name: John Smith's

Agency: Carlson

Campaign: Raffle - Top Prize a Pint of Bitter

Brand Name: Kellogg

Agency: Blue Chip Marketing

Campaign: Wake Up Your Mind - Free Microsoft Encarta Challenge CD

Brand Name: Marmite

Agency: Dialogue

Campaign: Marmite Grid Game

Brand Name: Mastercard

Agency: Arc

Campaign: Priceless promotion

Brand Name: McDonald's

Agency: The Marketing Store

Campaign: Monopoly

Brand Name: McVitie's

Agency: Marketing Drive

Campaign: Maths Stuff for Schools

Brand Name: McVitie's

Agency: Catalyst

Campaign: Dunk for Britain

Brand Name: Nescafe

Agency: Billington Cartmell

Campaign: Love Actually

Brand Name: Nestle

Agency: In-house

Campaign: Charlie and the Chocolate  
Factory

Brand Name: Peperami

Agency: Ammirati Puris Lintas

Campaign: Fanimal - Unofficial World Cup Mascot

Brand Name: Pot Noodle

Agency: Triangle

Campaign: Find a Poodle in Your Noodle

Brand Name: Quaker

Agency: Haygarth

Campaign: Snack Bar Amnesty

Brand Name: Ribena

Agency: TBA

Campaign: Harry the Lime

Brand Name: Ribena/Glaxo SmithKline

Agency: Billington Cartmell

Campaign: Win a Donkey

Brand Name: Sainsbury's

Agency: Team Marketing Communications

Campaign: Feast of Football

Brand Name: Sainsbury's

Agency: Team LGM

Campaign: World Cup Medals Extravaganza

Brand Name: Shell

Agency: Glendinning

Campaign: Shell Make Money

Brand Name: Tango

Agency: HHCL

Campaign: Tango Horn

Brand Name: Tango

Agency: Triangle

Campaign: Tango Football Shrine

Brand Name: Tango

Agency: Triangle

Campaign: Shout Down non-Tango Drinkers

Brand Name: Tesco

Agency: In-house

Campaign: Computers for Schools

Brand Name: Tetley's

Agency: Perspectives (Sharpen Troughton Owens Response)

Campaign: Kick for a Million

Brand Name: Texaco

Agency: HHCL

Campaign: Buried Mercedes cars

Brand Name: Walkers/The Sun

Agency: The Marketing Store

Campaign: Free Books for Schools

Brand Name: Walkers

Agency: The Big Kick

Campaign: Win an iPod

Brand Name: Walkers - Quavers

Agency: The Big Kick

Campaign: Pokemon Giveaway

Brand Name: Walkers/Comic Relief

Agency: The Marketing Store

Campaign: Whoopee Cushion promotion

Brand Name: Weetabix

Agency: Dialogue

Campaign: The Weetabix House





## Become a member of Campaign

Get the very latest news and insight from *Campaign* with unrestricted access to [campaignlive.co.uk](https://www.campaignlive.co.uk), plus get exclusive discounts to *Campaign* events

Become a member

## Looking for a new job?

Get the latest creative jobs in advertising, media, marketing and digital delivered directly to your inbox each day.

Create an alert now

See more Jobs

## Mid-weight Art Director

£38000 - £40000 per annum

Creative Recruitment, London

---

## Digital Strategist (Head of digital)

circa £100k

Corporate Communications Recruitment, London (Central), London (Greater)

---

## Senior Brand Manager

Competitive salary and benefits

Valspar Corp Ltd, Wokingham, Berkshire

---

## Communications Manager - Media

£35,000 - £40,000 per annum, dependent on experience

EFL, Preston, Lancashire

---

## Biddable Media Executive

Up to £30,000 per year

Royal Horticultural Society (RHS), Wisley, Woking

---

## Marketing Automation Manager

Up to £40,000 per year

Royal Horticultural Society (RHS), Wisley, Woking

---

## Head of Marketing and Communications

£42,850 - £45,550 (dependent upon experience)

National Museum of the Royal Navy, Portsmouth, Hampshire

---

## Business Director - B2B marketing agency

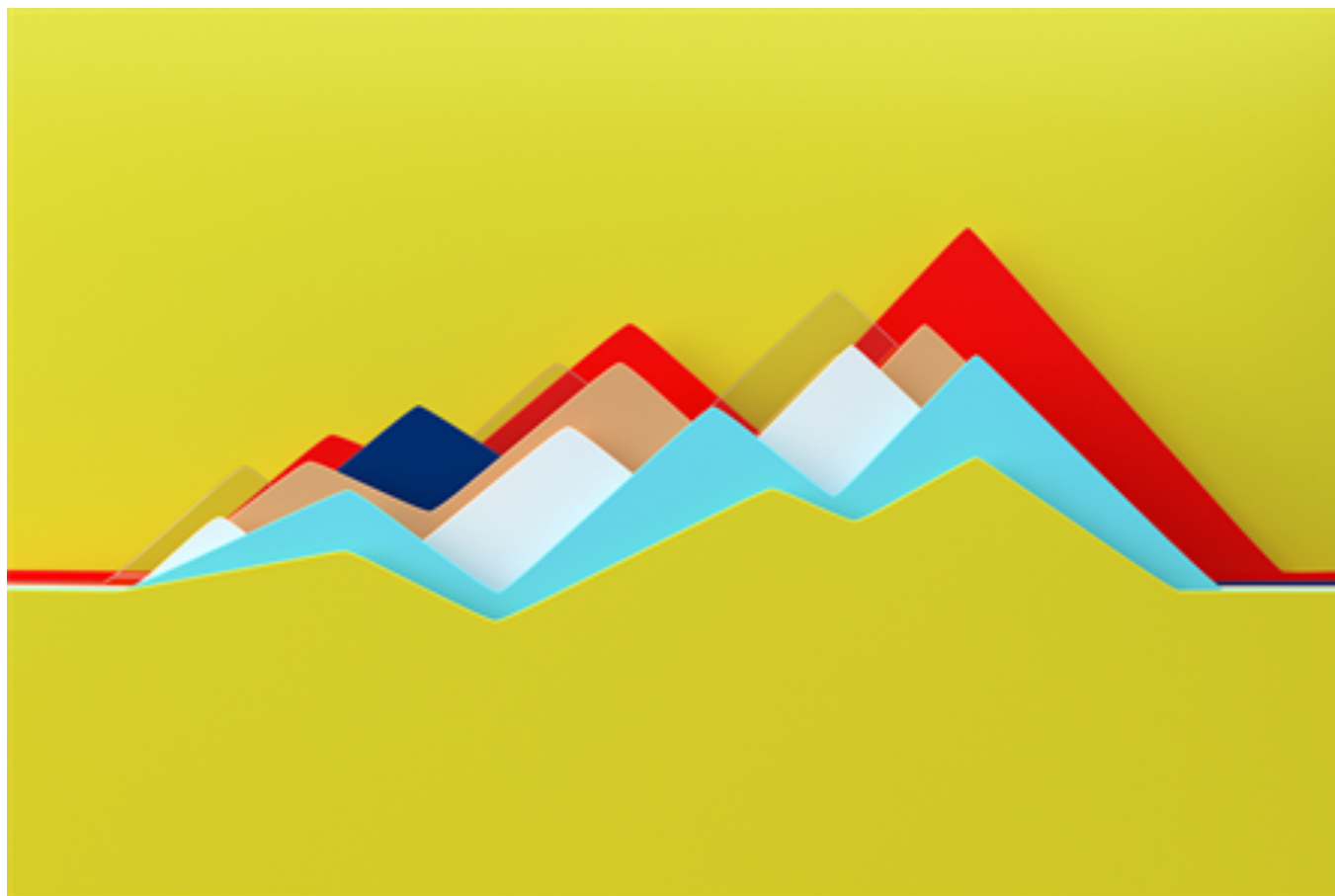
£70-75k plus benefits

Jefferson Talent Group, London and WFH

---

[Browse Marketing Jobs](#)

## PARTNER CONTENT



### 10 key consumer trends to help marketers plan for 2021

**PROMOTED** | December 03, 2020



## Why podcasting is perfect for advertising in times of uncertainty

**PROMOTED** | December 02, 2020



## Why future-ready beats future-proof in audience measurement

**PROMOTED** | November 30, 2020



## What should brands and businesses expect in 2021?

**PROMOTED**

| November 30, 2020

Text size **A** **A** **A**

---

**BECOME A CAMPAIGN MEMBER** > **LOGIN MY ACCOUNT** >  
**GET BULLETINS** >

JOIN, SHARE, LIKE, FOLLOW US ON:



Help and Information

About us

Contact us

Membership information

Register

Renew Membership

Email sign up

Advertise

FAQs

Accessibility

Editorial complaints

International

Campaign US

Campaign Asia Pacific

Campaign India

Campaign Middle East

Campaign Turkey

PRWeek US

PRWeek Asia  
Medical Marketing & Media

Site Hubs  
Media  
Brands  
Agencies  
Campaign Insight  
Campaign Jobs

**haymarket**® © Haymarket Media Group Ltd. | [Terms & Conditions](#) | [Cookie Notice](#) | [Privacy](#)

## Notice

Welcome to campaignlive.co.uk. This site uses Cookies to provide you with the best possible experience. To learn more please view our [Cookie Notice](#).



Close