



A compelling touch, a familiar feeling, a consistent voice to the consumer. Perfect production in every avenue, every time, in every corner of the globe.

This is what we do.
This is Schawk.

SCHAWK!™

From press adverts to online, in-store to packaging, Schawk offers exceptional executional services, project management and technical expertise to deliver your brand message compellingly, consistently and efficiently.

For more information, please contact Olga Budimir at +44 (0)20 7871 7749.



Winner: Proximity Works

Simply producing the best work possible, within budget, is the aim of Proximity Works, the production hub for marketing and creative services within Proximity London.

For one of Proximity's clients, Royal Mail, 6,000 personalised letters made from milk chocolate were sent to the UK's top advertisers, explaining how senses can create more emotional and profitable connections with customers.

This involved research as to whether it was possible, how to make the chocolate, writing on chocolate, packaging, transport and mailing. A flexible chocolate was used to reduce breakage, the text was embossed and names individually written in icing.

Results from this mailing found that 95% of recipients opened the mailing and nearly three quarters of those that opened it had taken some action as a result of receiving the mailing.

Also for Royal Mail, Proximity produced the first mass produced origami direct mailer, sent to 6,000 senior digital marketers to demonstrate the power of combining direct mail and digital media.

The direct mailing for this featured a computer desktop design on one side and instructions as to how to fold the paper to make an origami man, along with a personalised URL. Everyone who visited the site was sent a completed origami man on a plaque personalised with the recipient's name. 7,500 were made in total.

An origami expert was sourced for this, and papers tested for ease and accuracy of folding along with the strength of the packaging materials.

The campaign has resulted in a staggering £17.5 million in revenue, giving Royal Mail an ROI of 76:1.

Judges' comments

The judges' unanimously decided upon Proximity for its deliciously realised production quality and inventive use of chocolate as a substrate, along with the complexities it overcame when producing an origami direct mailing.

Client

Category

Creative Services
Production Team of the Year

Shortlisted

Dewynters

OgilvyOne

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