

# Boomtown makes States-side awards shortlist

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[Boomtown Strategy Brand Agency](#) secured shortlist place for the [2013 CLIO awards](#) in New York last night. Its direct mail campaign for [Africa Health Placements](#), is placed next to work for some of the world's largest brands, and competing with some of the biggest names in the industry.

The direct mail campaign titled [The World's First Stethoscope Radio Ad](#) encourages US and European medical graduates to consider public service roles across Africa. A simple but effective direct mail campaign, it works by the recipient placing their stethoscope on the box, where a pressure sensor activates the audio clip.

Andrew MacKenzie, Boomtown's creative director, said of their work with Africa Health Placements: "It's flattering to be recognised in New York by a jury of esteemed creatives, but to be able to produce an innovative solution for a great social cause is extremely rewarding."



*The winning team from l to r: Gary, Andrew, Nick and Jedd*

Part of the Boomtown CSR initiative, it found there is a shortage of doctors in Africa, with a strong need in the central regions. A creative, and innovatively executive direct mail campaign to grab the recipients' attention in an interactive way hooks the graduates' attention and encourages sharing.

Boomtown MD, Wayne Harrison, added: "The execution of this campaign demonstrates the Boomtown philosophy and approach perfectly: creativity melded with strategic thinking to create a big impact. The BOOM. It's a piece of work we're incredibly proud of."

The creative team (pictured) behind the award-winning work consisted of: Gary Welsh (copywriter), Andrew Mackenzie (executive creative director), Tim Jones (art director), Jedd McNeilage (designer).

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## Boomtown



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