



content, creativity, communication.

The 2009 PocketMedia® Awards
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Most creative use of PocketMedia®

Company Name:	VONNE
Campaign Name:	ICT Answers in a Box

Success: Please give details of your campaign and the objectives you wanted to achieve. What were the measured results from your campaign? Did you meet or exceed your objectives? How did you track your success?

This campaign was aimed at clients within society who are short of cash in these difficult economic times. It was about raising awareness of where free or low cost ICT support and advice can be found. The z-card is an integral part of the whole project because it is the portable, accessible signpost to where the full support is available. It allowed for a generous amount of information to be presented which in turn led the reader to a supporting website from where a free, full resource pack can be ordered. 'ICT Answers in a box' provide short answers to the top fifty Frequently Asked Questions and highlights where to find further help. www.ictchampions.org.uk