

DON
MARKETING

Promotional Games & Contests

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Mr David Watson
Marketing Communications Manager
Shell U.K. Limited
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Shell-Mex House
Strand
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2 Page Fax To:
071 257 5988

Dear David

Please find attached, as requested, a copy of the Shell letter covering joint rights to the "Make Money" promotion. In a magazine article published in March 1984, Shell's Retail Advertising Manager, Mr Michael Beach, acknowledged our role as the instigator of the 1984 promotion. Indeed, it took us nearly 3 years to convince Shell to run the promotion as you had great reservations about the security and legality of the game. Shell decided to run it only after at our expense, we supplied a legal opinion from Jarlath Finney QC.

At that time Shell did not, as a general practice, pay print commission to agencies. However, an exception was made in respect of Don Marketing for Make Money and the subsequent major games. This was because your print buyers had no expertise whatsoever in regard to the complexities and pitfalls associated with promotional games. Consequently, for nearly a decade, it was deemed a worthwhile cost to avoid the disasters which befell other game promoters from time to time, including the Esso "Noughts & Crosses" debacle.

Like Andrew Lazenby, you expressed some doubt over our proprietary claim to the "Mega Match" concept, involving retailers in different trades participating in a single promotion with a common promotional currency. Please note that I am in possession of a multitude of documents regarding presentations and contact with Shell over several years, which confirm our rights to that concept. These proposals also cover promotional schemes, whereby the common currency - points, vouchers, tokens, etc. are collected or awarded at outlets belonging to the various types of retailer participating in the activity.

Yours sincerely


John Donovan
Managing Director

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IMPORTANT: All business undertaken in accordance with our Trading Conditions, a copy of which may be obtained on request

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