
STRICTLY CONFIDENTIAL

PROPOSAL FOR
A NINTENDO THEMED
PROMOTIONAL GAME

Don Marketing retain full intellectual and proprietary rights to all promotional concepts, designs and all other relevant information detailed in this outline proposal document and any accompanying visuals. Proposal file Ref:F81.

Presented to:
Shell UK Oil
Shell Mex House
Strand
London
WC2R ODX

4th June 1992

Presented by:
Don Marketing UK Ltd
St Andrews Castle
33 St Andrews St South
Bury St Edmunds
Suffolk IP33 3PH

Tel No: 0284 763157
Fax No: 0284 760529

Don Marketing Standard Trading Terms & Conditions
are available on request.

(c)Don Marketing UK Limited 1992

INDEX

PAGE No.

INTRODUCTION

1

BACKGROUND INFORMATION

2

"SUPER MARIO LAND" INSTANT WIN GAME CARDS

3

CONCLUSION

4

NATIONAL PROMOTION PROPOSAL FOR 1993

INTRODUCTION

Genuine "BIG IDEAS" for forecourt promotional activity are a rare occurrence.

Don Marketing is therefore pleased to present an exciting instant win game option for next year, which can truly be described as a "BIG IDEA".

It is based on the Nintendo video games craze, currently sweeping the UK. This theming would provide an exceptionally attractive family orientated game, of particular appeal to children.

Consequently, it is appropriate to recall that the "pester power" of children was demonstrated during several previous petrol sales promotions. We refer to the success of National Benzol's "Smurf" campaign, BP's "Match Box Toys" promotion, and the recent Shell "Classic Sportscar" Collection.

A family orientated forecourt promotion, linked to a current fad like Nintendo "Game Boy", and the top selling video game, "Super Mario Land" - could make an even greater impact in the market place.

BACKGROUND INFORMATION

Nintendo is the UK's undisputed Number One in home video game systems.

Nintendo "Game Boy" is a hand-held portable video game, offering hours of fun and entertainment. Game Boy dominates its market, with more than 80% of all hand-held sales. The Game Boy target market is children of all ages, from 7 to 70. Nearly a million Game Boys have already been sold in the UK. Over 100 different Nintendo "Game Pak" titles are available to play on Game Boy - the most popular being "Super Mario Land"

The huge popularity of Game Boy and Super Mario Land has reached epidemic proportions. As a result, Nintendo Clubs and Hotlines are featured in the weekend editions of several daily newspapers. They run stories about celebrities like Jonathan Ross and Dannii Minogue, who are avid Game Boy fanatics.

We propose that Shell exploits the "Game Boy" phenomenon by launching a promotional game in January 1993, for a 12 week promotional period. This timing would coincide with Nintendo's massive national TV campaign being aired in Jan, Feb and March '93, in support of Game Boy, and the new Game Pak titles being released during that period.

"SUPER MARIO LAND" INSTANT WIN GAME CARDS

There could be two games to play on each game card. An "instant win" game to generate immediate excitement at the prospect of winning an instant prize, plus a detachable "Collector" game designed to build loyalty.

THE INSTANT WIN GAME: The Instant Win game could be tied into a top selling video game, as per the "Super Mario Land", visual supplied with this outline proposal. There could be 4 different kinds of card in circulation - one for each of the imaginary worlds Super Mario seeks to conquer. Participants scratch off any 8 question mark panels on their game card. If they have revealed 6 or more Mario's, they then uncover the "Princess Daisy" panel to discover the prize they have won. The cash prize levels could range from *50p, to winning a share of £250,000. Every card would contain a hidden potential winning combination - the most tantalising proposition which can be offered to players. The design of the instant win game eliminates the need for a prize decoder being printed on the game card. Consequently, there is no possibility of any mis-understanding in regard to the type or value of prizes to be won.

*Instead of the 50p cash prize, we could offer an apt and novel prize - a "Nintendo Game Card Pak", containing scratch card versions of a variety of their best selling video games eg. "Dr Mario", "Q*Bert", "Formula One Racing" etc. These prizes could be seeded in at a much higher win ratio, within budgetary constraints.

THE COLLECTOR GAME: A detachable "collector" section could tie directly into the Game Boy units. Participants uncover the Nintendo video screen to reveal a hidden Game Pak title. If they are lucky enough to collect, say, 8 different titles, they could win a Game Boy.

CONCLUSION

The unique game card format successfully mimics the Super Mario Land video game, while still being very easy to understand and play, even by people who have no interest or knowledge of video games.

Like the Super Mario Land video game, the scratch card format is addictive and compelling. Even better, it has the advantage of offering the chance to win a prize every time the game is played, with a winning combination for a prize being concealed on every card!

Once familiar with the game format, many drivers would first uncover the "Princess Daisy Panel" to discover what prize they were playing for, which, on most occasions, would be "A SHARE OF £250,000". This would create a "heart stopping" challenge, guaranteed to generate maximum suspense and excitement when drivers proceed to uncover the question mark panels.

The mainly cash prize fund, would have wide spread appeal to all drivers, including those who do not have any children. However, we have included a Game Boy prize, because most drivers (HGV in particular) would be delighted to win a Game Boy to while away the time, when stuck in traffic jams.

The promotion therefore has all the necessary elements for an outstanding game, which would capture the imagination of children and ignite the "Pester Power" factor, which proved to be such a powerful ingredient in the highly successful petrol promotions already cited.

Play

Nintendo

SUPER MARIO LAND



AN EVERY CARD CAN WIN
PROMOTION BASED ON
BRITAIN'S TOP SELLING
VIDEO GAME

INSTANT WIN GAME

REVEAL 6 OR MORE MARIO'S
TO WIN UP TO £10,000 OR
A SHARE OF £250,000



COLLECT & WIN GAME
COLLECT 8 DIFFERENT
GAME PAK TITLES TO WIN
A NINTENDO GAME BOY