

LOTTERY MARKET HOTS-UP

□ CAMELOT isn't having it all its own way despite fat profits from the main weekly prize draw. *Instant Dream* is a new scratchcard from UK Charity Lotteries which matches Camelot's £50,000 top prize and is on sale at over 11,000 retail outlets. UKCL is also proprietor of *Lucky Lotto* [sic] which, along with *Instant Dream*, donates 25% of profits to Rehab, a charity providing vocational training for the disabled. Another contender for the nation's gambling quid is **NHS Lotto**, launching this month, which claims it will create a millionaire each week with winners announced on Channel 4. Camelot is responding to the unaccustomed competition with the launch of a second scratchcard product and a planned second weekly National Lottery draw - probably on Wednesday evenings.

Marketing, 18/5/95

● THE LADBROKE GROUP told shareholders at its AGM that Camelot's scratchcard game had caused "some negative effect" on its retail betting businesses in the UK. Turnover at its pools division, **Vernons**, had declined by about 4%. Runner-up in the UK bookie stakes, **Brent Walker's William Hill** also felt the chill: turnover in the first seventeen weeks of 1995 is 4.5% down on the same period last year, while the number of bets placed plummeted by 9%.

Financial Times, 23/5/95

● Camelot's 'licence to print money' suffered another reversal as Kingfisher subsidiary **Superdrug Stores** ejected lottery terminals from all its 700 UK outlets. "We found the National Lottery did not fit in with our stores on a practical basis. It didn't work out", said a Superdrug spokeswoman.

Marketing Week, 2/6/95

ANTI-SMOKING GROUPS SLAM B&H's GRATIS PROMO

□ BENSON & HEDGES' loyalty promotion, *Gratis*, has fallen foul both of the **British Medical Association** and anti-smoking pressure group **ASH** (Action on Smoking and Health). The promo, created by the **BLP Consultancy**, was launched last November and offers in-pack vouchers redeemable against gifts from Littlewoods' catalogue shop offshoot, **Index**. **ASH** has complained to the **ASA** alleging the promo fails to comply with several codes of practice in that it encourages people to increase their consumption of cigarettes or to smoke in excess. The **BMA** has a different bone of contention which it aired in the national press: that the promotion is unsuitable because the catalogue offers parents the reward of a cot in return for upping their consumption of cigarettes. With the bland mix of logic and sophistry unique to tobacco industry apologists, a **Gallaher** spokesperson said: "We don't believe this promotion will encourage people to smoke; it is a way of rewarding our customers for smoking our

brand and is simply a way to create loyalty. We consider that it complies with the agreements for tobacco advertising, as all our marketing does."

Precision Marketing, 22/5/95

BREAKFAST WITH FLORENCE SPARKS-OFF VALLDATA ROW



□ THE PENDING LITIGATION between **Direct Media Inc** and **Direct Media (UK)** has been dropped and the matter apparently settled amicably. However, waves from the dispute have soaked the previously uninvolved computer services and listbroking company, **Valldata**. The background is a bit labyrinthine, so are you sitting comfortably? Having settled her spat with **DM (USA)**, **Jackie Cooper**, former managing director of **DM (UK)** has formed a new company, **Worldwide Media Group**, with offices in the UK, Paris and Seattle. This left **DM Inc** undisputed owner of the **DM (UK)** name but zilch else - sans management, sans staff, sans operational facilities, sans everything. So **DM Inc** applied the classic **CATBAGOFPISS** stratagem [Can't Afford To Buy A Going Operation; Filching People Instead Saves Shekels] and poached **Valldata's** two key listbroking staff, **Irit Reed** and **Chris Love**. Meantime, **Valldata** md **Bob Chedd**, not normally known for his naiveté, thought **DM Inc** was making a cash bid for his Middlesex-based listbroking interests via **Reed**. When the penny dropped (which apparently happened when **Chedd** discovered **David Florence**, **DM Inc's** chairman, coolly chomping his breakfast in **Valldata's** Middlesex office!), **Chedd** kicked him out, bade **Reed** and **Love** a soldier's farewell and shifted the remnants of his lists business back to HQ in **Melksham**, **Wiltshire**. **Chedd** admits to being "a little bitter about what has happened but we have some excellent lists on offer and no-one is indispensable."

Deadline Fax Newsletter, 5/6/95

TOTAL DRTV PACKAGE ON OFFER BY SKY TELEVISION

□ THE MURDOCH MONEYSPINNER has launched *Skydirect* in a bid to entice more advertisers to try DRTV via an integrated package offering media, production and response-handling services. The venture is headed by **CIA Group** subsidiary **Mansfield Lang Direct Media** with a dedicated unit for media buying and planning across all Sky channels. Commercial production is offered by **Can Television** and inbound telemarketing/fulfilment by Sky's in-house facility at **Livingstone** - claimed to be the UK's cheapest. According to **Ken Mansfield**, md of **Mansfield Lang**: "The basic DRTV rules can be applied to all sectors; the important thing is that they are administered in the right way and that the client understands what they are purchasing."

Precision Marketing, 15/5/95

DAVID DON AND GOLIATH SHELL: EPISODE 3,651

□ IT TAKES GUTS and endurance to challenge the might and financial muscle of an opponent like **Shell UK Oil** and **Don Marketing's John Donovan** clearly has both in spades! The latest episode in this long-running saga of alleged theft of promotional concepts [*Debrief*, 2-113; 3-14,36,48] has minnow **Don** picketing **Shell's** annual general meeting and handing out leaflets to shareholders and staff. Meantime, **Donovan** père managed to persuade the chairman of **Shell Transport and Trading**, **John Jennings**, to meet him after the agm, although the court hearing remains set for 24 June.

Marketing Week, 26/5/95 **D**

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◀ GONE DIRECT ▶ New travellers on the direct-sell route

● The world's third largest company, **US conglomerate General Electric**, is muscling in on the UK direct unsecured loans market via its financial services arm **GE Capital**. A massive £10m campaign through **Rapier Stead & Bowden** this summer will launch its **First Personal** brand with **DRTV**, national press inserts and direct mail aiming to propel the brand straight into the top or number two slots among UK unsecured lenders.

● A semi-direct approach is under test by **Goblin McCulloch**, the vacuum cleaner and lawnmower manufacturer. Respondents to a current campaign for the **Rio 1100** model (by the Leeds-based **Charles Walls Group**) are data-captured, then referred by an in-house sales team to their nearest local retailer. The data will be used for a subsequent mailing programme, as will names from product registration cards.

● **Mattel UK** is piloting a direct collectibles scheme promoting **Barbie** dolls via responsive ads in the national Sunday magazines. The data-gathering test (through **Young Phillips Advertising**) offers two **Barbie** variants: a **Spring Bouquet** doll from **Mattel's Enchanted Seasons Collection** and **Barbie** as **Scarlet O'Hara** from its **Hollywood Legends** series. Says dm manager **Mike Crossley**: "Collectibles is big business in the US and we are looking to basically test direct response before an autumn roll-out." **D**