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 Lukcy 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 share-holders 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 antismoking 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 Middlesexbased 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. Commercials 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

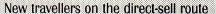
□ IT TAKES GUTS and endurance to challenge the might and financial muscle of an opponent like **Shell UK Oil** and **Don Marketing's** John Donovan clearly has both in spades! The latest episode in this longrunning saga of alleged theft of promotional concepts [Debrief, 2-113; 3-14,36,48] has minnow 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

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✓ GONE DIRECT



- The world's third largest company, US conglomerate General Electric, is musclingin 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".