

DON
MARKETING

Promotional Games & Contests

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JAD/SDP/AB105

13th July, 1990

Mr Stuart Carson
National Promotions Co-ordinator
Shell UK Oil
Shell Mex House
Strand
London
WC2R 0DX

Dear Stuart

I understand that we may still be in time to suggest one last concept option for the Autumn slot.

As you can see from the visual, it's called.....

Star Trek: The Game

This theming would be highly topical because the BBC have confirmed to us that they will be launching, this Autumn, a 5 year bonanza for millions of Star Trek fans. Starting during October, they will re-run the original Star Trek series, plus the 4 blockbuster Star Trek movies, and the very latest series - Star Trek: The Next Generation. The BBC purchased the rights from Paramount Pictures for \$6 million. This gives an indication of Star Trek's appeal and value.

As you are probably aware, Star Trek has achieved a cult status and ranks as one of the most popular and original TV programmes of all time. The fame of Star Trek and its characters are such that the novelty record - "Star Trekkin'", reached Number 1 in the UK pop charts just a couple of years ago. There have also been a variety of other successful spin-offs, including video cartoon stories for children, plus a number of novels.

The Star Trek characters include:-

Captain James T. Kirk
Mr Spock
Leonard "Bones" McCoy
"Scotty"
Mr Chekov
Mr Sulu
Lt Uhura

Like the Disneytime theming, Star Trek is popular with all age groups, but with more adult appeal than Disneytime, and would therefore be very much a family orientated game. For this reason, we have built in a family holiday prize to the Florida Theme Parks, plus an exciting trip to the Kennedy Space Centre at Cape Canaveral - one of the major tourist attractions in Florida. This prize caters for the appeal of our proposed family holiday prizes to Florida, as confirmed by the recent Disneytime research. Furthermore, the inclusion of the NASA trip is both apt and original.

We did not wish to waste your time by suggesting a theming requiring a licensing deal which might involve protracted negotiations and/or an unviable fee. We have therefore already approached Paramount Pictures via their licensing agents, (without mentioning Shell's name). Jonathon Zilli, Paramount Pictures Director of International Licensing, originally asked for a fee of £200,000, but has now indicated a willingness to accept a flat fee of £50,000. A copy fax confirming this is enclosed.

The fee would cover use of all the original Star Trek characters on the scratch-cards, POS display and in media advertising. A separate fee would need to be negotiated with the "Famous Names" agency should you wish to use the instantly recognisable Star Trek theme music for any supporting TV or Radio commercials. We would expect the fee to be relatively small.

Depending on the exact specification, our guess is that the print costs for a seeded game of chance format, as per the game card shown on the visual, would be about £5.50 per 1,000. An Every Card Can Win version would probably cost around £8.50 per 1,000. We have not obtained firm quotations because we did not want to take a chance of rival brands being tipped off. Printers are notorious for recognising print specs as being from a particular retail trade.

The initial game card design indicates the creative possibilities for a highly distinctive theming. I have also enclosed with the storyboard copies of some of the characters who could be featured in the promotion. Spock, in particular, could be used to great effect on POS display. The well-known phrases associated with Star Trek could also be exploited for advertising purposes.

This novel theming would draw immediate attention to POS display and to any supporting media advertising. Furthermore, the Disneytime research has also indicated that consumers readily understand the "Match The Characters" game mechanic.

Given all of these advantages, the £50,000 licensing fee seems to us to be a bargain, because it adds immeasurable value in terms of excitement, charisma and "playability" to the basic cash/holiday prize instant win mechanic.

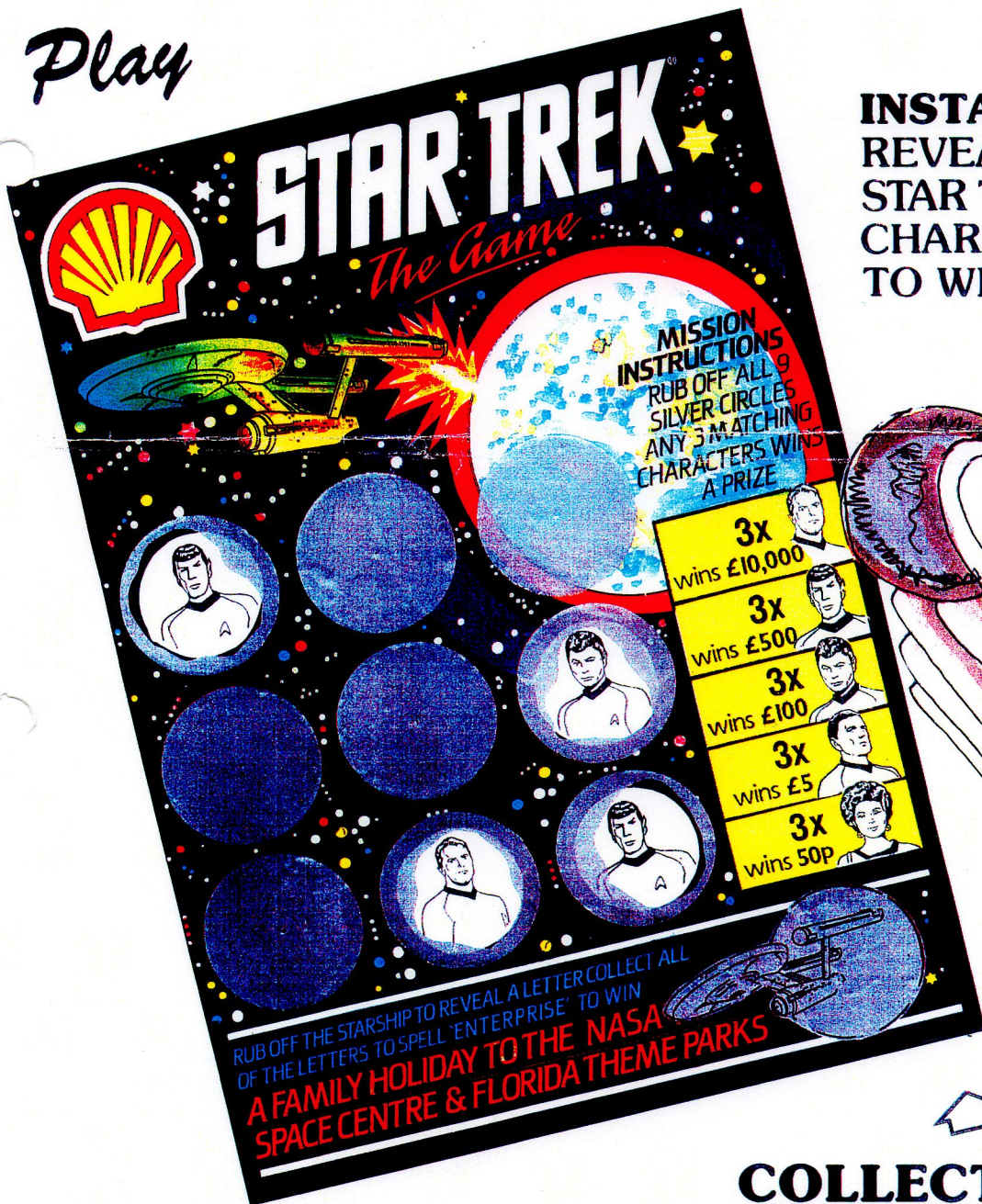
We are therefore confident that the proposed concept would be the "logical" choice to maintain Shell's reputation for innovative, memorable promotional games - not the "run of the mill" variety mounted in the past by rival brands.

Yours sincerely

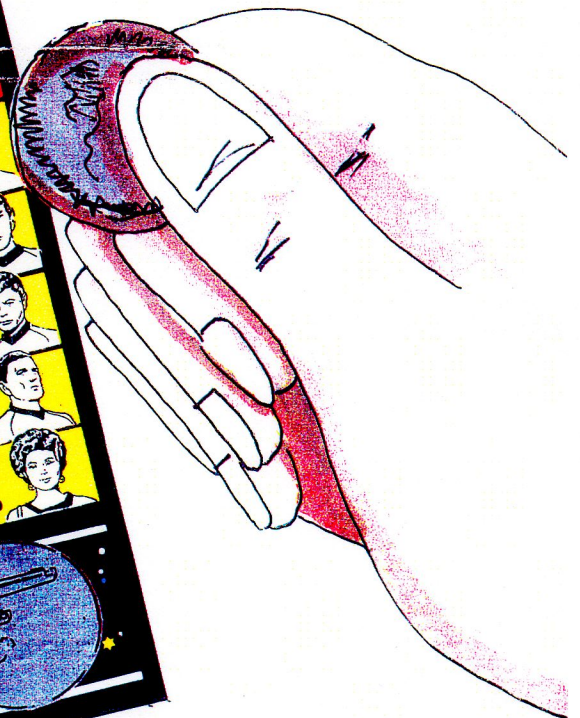
John Donovan
Managing Director

WIN A FAMILY HOLIDAY TO THE **FLORIDA THEME PARKS** AND A TRIP TO THE **KENNEDY SPACE CENTRE**

Play



**INSTANT WIN GAME
REVEAL & MATCH
STAR TREK
CHARACTERS
TO WIN!!**



COLLECT & WIN

**COLLECT ALL THE LETTERS WHICH SPELL 'ENTERPRISE'
TO WIN AN 'OUT OF THIS WORLD'
FAMILY HOLIDAY PRIZE**

STAR TREK

The Game

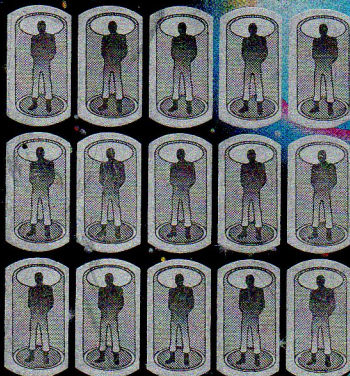
VOID IF REMOVED A



EVERY CARD CAN WIN

MISSION INSTRUCTIONS

UNCOVER ANY 7 PANELS ONLY
(SEE OVER FOR RULES)



7x
WINS A
SHARE OF
£250,000



KIRK

4 OR
MORE X
WINS
£1,000



SPOCK

4 OR
MORE X
WINS
£100



ILIA

4 OR
MORE X
WINS
£5



SCOTTY

4 OR
MORE X
WINS
50p



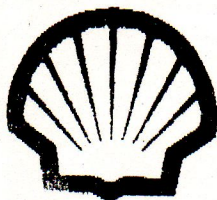
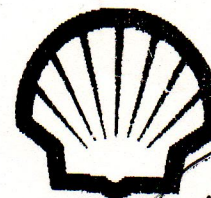
UHURA

UNCOVER PANEL ON RIGHT TO REVEAL A CHARACTER. COLLECT 6 DIFFERENT CHARACTERS FROM STAR TREK: THE NEXT GENERATION TO WIN

**A FAMILY HOLIDAY TO CALIFORNIA
& VISIT THE STAR TREK® ADVENTURE**
AT UNIVERSAL STUDIOS HOLLYWOOD
SEE OVER FOR DETAILS



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From: Stuart Carson Date: _____To: John Donovan, Don MarketingFAX number: 0444 9 770 752This message consists of 3 pages including this one
To confirm or query this message please call National: 071-257 3794
International: +44 71 257 3794URGENT(Warp 10 even if the
li-lithium crystals cannot
take it Cap'n)

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