

## PROMOTIONS IN ACTION



### Beverley visits the Crosskeys

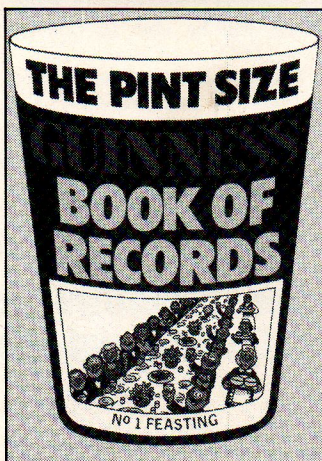
Five publicans 'won' champion darts player John Lowe and model Beverley Pilkington in a Smiths Big D promotion.

The celebrities were prizes in a competition which required licensees stocking Big D nuts to decide the position of a dart in a picture of John Lowe in action printed on the back of Big D display cards.

The winning licensees each had Beverley Pilkington and John Lowe for an evening visit to 'their pub with the model behind the bar and the dart player taking part in a series of challenge matches and signing autographs.

Each evening was an assured success for everyone.

Pictured, left to right, are John Lowe, Beverley Pilkington and winning publican David Murphy, of the Eagle at Crosskeys, Gwent. □



### Cutting records down to size

Guinness has launched its biggest-ever promotion through Allen Brady and Marsh.

It follows a series of successful

and imaginative promotions such as 'Watch the Birdie' and 'The Great Guinness Challenge'.

The latest promotion is 'The Pint Size Guinness Book of Records' and is designed to enhance sales of Guinness.

Every time a consumer buys a pint of Guinness in a pub he, or she, is given a mini book which contains a series of bizarre and amusing records culled from the full size Guinness Book of Records. There are ten books in the series ranging from 'Gory Facts' through to 'Feasting', 'Music' and 'Football Facts'.

The back cover of each book is devoted to a Guinness ad using the new 'friends of the Guinness' theme.

Also incorporated into the pint size books is a £10,000 'build a print' competition offering five first prizes of £1,000 each and 50 runners up prizes of £100 each.

To enter customers must collect all ten books. □

### Dunlop doubles its spend

Dunlop Sports & Leisure Footwear, which last year invested £500,000 in publicity is to spend even more in 1983.

Support for distributors will be in the form of direct national advertising and below-the-line promotion and Dunlop says taking into account its promotional spending the total support will be in the region of £1m.

At the point of sale the company is supplying retailers with 'a good range' of display material, including shoe stands, posters and swing tickets. Full colour catalogues are also being distributed.

During 1983 Dunlop is continuing in its use of personalities to promote its wares, including 'names' like Graeme Souness, Trevor Brooking, Bobby Charlton, Jonah Barrington and Alan Pascoe. □