

## In clover

Dairy Crest is offering consumers the chance to win a £2,500 holiday for two anywhere in the world. Fifteen packs of Clover will contain a 'lucky' four-leaf clover hidden at the bottom of the tub. The finder can claim a week's holiday for two at a Hilton International Hotel of their choice. This instant-win promotion on Clover, Reduced Salt Clover, and Diet Clover runs for two months, until the end of April and is designed to boost sales through increased shelf impact.

## Tefal's £1.5m fry promotion

Tefal has launched a promotion which, says the company's marketing manager, Ian Mackey, 'Retailers are queuing up to take part in'. During the whole of last month Tefal paid consumers 15 per cent of the retail value of any coolwall fryer purchased in the form of a cheque bankable at the store of purchase. The promotion, 'Cheque Mates', is part of a £1.5m promotional package for the company's fryers.

## Instant win lottery

Parcelforce has won a contract to deliver new instant tickets for The National Lottery. As from this spring, players will have the chance of winning in various instant games, with some 20,000 retailers, including many post offices, selling instant tickets.

David Helliwell for Parcelforce, says: 'This is a massive delivery operation and security is obviously a major consideration for lottery organisers, Camelot. We will be handling barcoded packets of instant tickets, which will be delivered by a guaranteed service. Camelot has a system which means instant tickets are just worthless scraps of paper until they are validated by the retailers.'

## Strength in union

The European Promotional Marketing Alliance (EPMA), which combines joint representation of the ISP and BPMA to lobby the EC on behalf of the UK sales promotion industry, has now been joined by the European Federation of Sales Promotion (EFSP). This boost to the UK Alliance was announced after the quarterly meeting of the EFSP held in Seville.

## Shell: 'claims will fail'

A statement from Shell UK regarding claims by Don Marketing that the petroleum company used two forecourt promotions ('Nintendo' and 'Now Showing') without its consent, 'will fail in court' says Shell.

Shell's statement has been prompted by a publicity campaign conducted by Don Marketing's managing director John Donovan and his father Alfred Donovan to highlight the company's grievances. Despite Shell making the agency an out-of-court settlement of £60,000 over the use-without-consent issue, Alfred Donovan has recently set up a 'Shell Corporate Conscience Pressure Group' to bring attention to what he believes is Shell's misconduct in relation to several promotions the company has run.

'There are serious flaws with the "Make Money" promotion,' says John Donovan, 'and

for this reason we have referred the promotion to the ASA.' The promotion uses a sealed-envelope mechanic which contains correct and incorrect answers. 'The winners can easily be identified using a torch and in addition the wrong type of glue has been used on the envelopes which means that forecourt staff can easily unseal and reseal the envelopes,' says Donovan. Don Marketing owns the joint rights to the promotions.

Shell says Don Marketing 'has adopted the unusual course of mounting a publicity campaign to ventilate allegations against Shell and its members of staff [...] Shell is always anxious to resolve disputes amicably whenever possible but in this case sees no alternative but to allow the litigation to take its course.'

In response, John Donovan says: 'We can prove everything we say.'



Seeing treble, or can't have too much of a good thing? This unique patented display system from NDI Display uses a striking 3-D vibrant effect. The 'Infinogram' is one of twelve new illuminated display systems that offers promoters an effective attention-grabber at point of purchase.

## Smash hit for EMI and Doc Martens

The indie compilation album 'Unlaced' produced by EMI Records UK for Dr Martens has reached No.9 in the pop charts in the first week of its release. The 20-track multi-artist album is on sale in multiple and independent music retailers across the country.

Conor Nolan, marketing development manager of EMI's Strategic Marketing Division, says, 'We're delighted with initial sales of "Unlaced". To enter the charts at No.9 is an extremely good performance for any album.' (See also Brendan Connolly's *Campaigns*, p.64.)