

## KLP takes the Staropramen test

Bass Brewers has selected KLP Scotland to test market Prague's number one beer, Staropramen, in the UK. The agency will also be responsible for the beer's subsequent roll-out in Europe and the USA later this year.

Included in the promotional programme is a series of sampling events backed up by point of sale material which aims to reflect the heritage and tradition of Eastern Europe's 'best kept secret'. Support is also being provided in the form of a specially produced video, direct mail pack and a competition for bar staff.



KLP Scotland wins Staropramen beer account

## Royal Mail funds ISP

Best-kept wobbly of 1994 was thrown by Royal Mail over the lavish use of RM funds to support the ISP's activities by Royal Mail's Roy Piercy who, at that time, was chairman of the ISP. Royal Mail claims to have been 'unaware' of its extensive funding of the ISP which is said to have run into tens of thousands of pounds. Piercy, when his chairmanship of the ISP came to an end, left his high-paid job at Royal Mail under a cloud with RM refusing to pay Piercy moneys which were due to him until the ISP matter was resolved. ISP legal adviser, Philip Circus, was said to be 'worried' by the situation. The ISP remains tight-lipped over the well-guarded embarrassment and will only say that the matter 'has now been resolved'.

## Hoover taken to cleaners

The long-running saga of Hoover's free-flight promotions takes a new turn as fifty aggrieved consumers begin county court proceedings against the company.

The malevolent 'free flights' promotion which kicked off in 1992 has so far cost Hoover's US parent company, the Maytag Corporation, £48 million. Two hundred thousand people have already taken flights, but with thousands still waiting to fly, lawyers are predicting that costs could escalate to over £100 million.

Harry Cichy, founder of the Hoover Holiday Pressure Group, said he was pleased about the new court actions. 'Hoover thought we were going to go away, but we're not, we're just as determined as ever. It's not just a matter of "we want compensation" - we want justice.' He criticised Hoover for having so far acted as 'judge and jury' on the matter, but added: 'We do still want to negotiate a settlement with Hoover. We've left the door open for them all along, but they are totally not interested.'

With every new stage in the Hoover debacle bound to resurrect the spectre of 'bad' promotions (and the uncomplimentary column inches), the question is raised as to whether the trade bodies should have been more openly critical of Hoover.

Sue Short of the ISP denied that the Institute had failed on this point, saying: 'There is no reason to believe we haven't

condemned the Hoover promotion. We've been very open with people all along, making public statements when the issue "mushroomed" about a year ago.' She added that the case had been referred to the ASA last January because the Institute 'did not have the remit to take action'.

Questioned whether they should be doing something to protect the industry from further damage, Short said the Institute was already 'doing its bit' by offering a complete legal and copy advice service.

Graham Green, chairman of the Sales Promotion Consultants Association (SPCA) denies that the Hoover promotion has been harmful to the industry: 'It's done us the world of good in a bizarre way because it's highlighted the importance of the use of agencies. We have not been badly affected at all and I don't think it has damaged the consumers' view of promotions either, they've grown up a lot in the last twenty years.'

Asked if the SPCA should have done more publicly to condemn the Hoover promotion, he says: 'The SPCA doesn't represent the industry, it represents consultants, and I can say categorically that not one of our members would have given Hoover the advice to go ahead with this promotion. I can't comment on the ISP's lack of action except to say that this would not happen if you were a strong body representing an industry.'

## Shell fails to block agency's legal action

Shell, it has been claimed, has failed to block a legal action mounted against it by one of its sales promotions agencies, writes *Jonathan Bracey-Gibbon*. The claim was made by sales promotion agency, Don Marketing, which has issued a writ against Shell for an estimated £350,000 for allegedly using its ideas in promotions worth £10m without permission, and in some cases, payment.

Don Marketing has alleged that, having presented Shell with a brief called Hollywood Collection, Shell went ahead with the same idea under another name, 'Now Showing'.

The company, which devised Make Money, has also received a substantial sum in settlement after it issued a writ in April over the re-use of Make Money. The writ also mentions other actions taken by Don

against Shell in a working relationship that has lasted 13 years. The claim refers directly to Shell's former promotions manager, Andrew Lazenby, who was transferred to Shell in The Hague earlier this year and is for £50,000 for loss of concept fee and a further £150,000 for commission lost on the cost of printed materials.

There is due to be a further hearing next month, on 17 February. Shell has said that the hearings so far were part of the ordinary legal proceedings, a further date for which has yet to be confirmed.

'At this stage it is in the hands of legal experts and as such we cannot comment,' said a Shell spokesperson.

It is understood that another agency has confirmed to Don Marketing that it too had encountered similar problems with Shell's promotions department.