

## In brief

■ Tequila Payne Stracey is to launch a promotion for Visa International in South Africa based around the credit card provider's sponsorship of the Rugby World Cup 1999. The promotion for Visa International in South Africa is claimed to be its largest ever. The promotion will include DM, press, radio, television and the internet.

■ Brann Worldwide has launched Brann Consulting. Brann Consulting headed by Chris Bromiley is a brand development and communications consultancy which previously operated as an in-house consulting service.

■ An on-pack promotion called 'Freeze Frame' for Smirnoff Black has been developed by The Creative Minds Consultancy. Bottle collars will communicate the offer of free disposable cameras and digital cameras.

■ Research carried out by Cendant Business Partners has revealed that companies would rather receive goods at a reasonable price on a long-term basis rather than shop around for short-term bargains. The survey interviewed 360 key decision makers in all sectors of UK business.

■ Discount flight company, Flight Centre is using door-to-door marketing to promote news of its special offers. The door-to-door campaigns are part of a multi-media marketing strategy that will use national press and point of sale advertising.

■ Virgin is looking to increase its below-the-line activities and has appointed Perspectives to handle the account valued at around £1 million. Co-promotional activity is also planned with Diesel Clothing and The Ministry of Sound.

■ An on-pack summer promotion has been launched by Leaf UK in conjunction with MKM Marketing and Promotions for the Chewits brand. By sending one token respondents will receive a voucher that entitles kids to go free in over 100 UK attractions.

■ The ISP is to bring back its Coupon Review Committee (CRC) in a bid to resolve a bitter row which has developed between members of the Coupon Clearing Association. ISP chairman, Simon Mahoney, is looking to end the conflict and will act as a mediator in order to bring the CRC back into operation in the autumn. The CRC has not been in operation since 1996.

# Communicator goes global in US deal

American marketing company Lighthouse Holdings has bought below-the-line agency Communicator for an undisclosed sum.

Lighthouse Holdings specialises in the acquisition and consolidation of marketing services companies and this latest deal comes shortly after its £27 million take-over of design and branding services group Fitch.

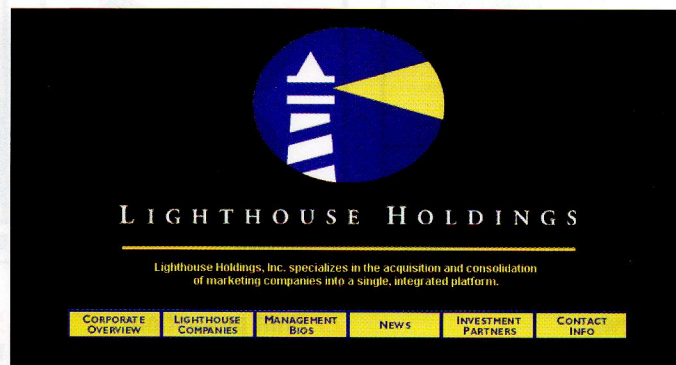
Commenting on the deal Communicator joint managing director Paul Seligman told Incentive Today that he was looking forward to new opportunities stemming from the deal:

"Although we will retain our independence, there are many advantages to be had from having

a bigger partner. One is that we can become more international in outlook as this deal gives us a much wider global reach. We will also have a greater capacity to grow our direct marketing work and tap into the experience other partners of the group have in, for

example, e-commerce.

Finally, there is the chance to get work referred from parts of the group – I've always been jealous of those agencies who simply have work handed to them because they are part of bigger agencies."



# Shell loyalty row continues

John Donovan's marathon tangle with Shell UK comes to a head this month with the High Court hearing in which Shell stands accused of breach of contract and misuse of confidential information over its Smart loyalty scheme.

The three week hearing, starting on June 10, should end a bitter six year dispute between the two parties in which Donovan has already received over £250,000.00 in out of court settlements following Shell's use of three forecourt promotions that Donovan claimed rights to.

Donovan claims that he originally briefed Shell on a multi-partner loyalty scheme in 1989 and that the Smart scheme launched in Scotland in 1997 is based on ideas presented in that briefing. Shell denies Donovan's allegations.

The latest part of the claim has seen Donovan set up a website attacking Shell, he has also picketed the Shell Centre at Waterloo and disrupted the oil giant's 100th Anniversary AGM.

The latest bizarre development in the case is an intervention in

the form of a letter from the wife of Mark Moody-Stuart, the head of Shell International.

In her letter to Donovan, Judy Moody-Stuart pleads with Donovan to stop attacking her husband saying 'I've had enough of reading your miserable destructive comments about a great group of people, Shell people, and their organisation.'

She then urges Donovan to spend his time working for the charity Centrepont before wishing him 'good luck in coming to terms with the world.'

# Bingo increases its numbers

Promotional deregulation is helping the bingo industry to increase its numbers again – with bingo club admissions expected to break through the 100 million barrier by the end of the year, according to a new report by Mintel International.

Two years ago, the UK bingo industry experienced a sharp decline in admissions following the introduction of National Lottery scratchcards. According to

Mintel, the relaxation of the rules governing promotions and advertising is allowing bingo clubs to market themselves more effectively and on a more even footing with competitive forms of leisure.

Ian Millner, IMP's new business director, felt that the bingo industry's growing use of promotional marketing techniques would allow clubs to "add value to the whole

experience of going to bingo".

He said: "Bingo is not competing with other games that give you a chance to win money – such as the National Lottery. It's competing with other leisure activities, such as going to the cinema, a bowling alley, or the pub. So there will need to be an emphasis on experiential promotions to make going to bingo much better fun than other forms of leisure."