

that all that's rational in human decision has a basis in sexual desire.

Now I know why I fail to find McDonald's ads stimulating — its not just the failure of the sexual promise, only the absence of the right combination of alkaloids to reach my important parts.

What a riveting new marketing concept, with endless new creative potential... In with the enzyme-coated ad and out with words and pictures — who needs these, when more powerful forces are at work?

Sadly, Dr Conning failed to elaborate this conceptual development, but evidently his paper indicates the direction of the modern food industry — and its potential influence over the population's behaviour and disposition!

Here, finally, was the real exposure of society's new, high-tech persuaders, the ultimate in subliminal persuasion to outperform all the other pressures of the modern lifestyle and to which consumer reaction is apparently helpless by forces close to addiction.

At last, here is a real issue for Iain Murray to investigate, to address with some urgency in the interests of humanity and civilisation, as well as that

of the marketing industry — if he needs a spot of technical help in the process, I'm sure an introduction to the said Doctor could be arranged.

Should be a stimulating read!

Robert Crowther
Robert Crowther & Associates
Aylesbury



Muesli: Breakfast trip

Twenty-first curse day

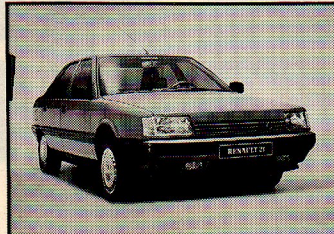
Iain Murray's experience with Volvo (*Marketing Week*, September 9) is very similar to my own with Renault when I purchased a new Renault 21 last year. I have still not found out whether the 21 refers to the

time it took to build it or the minimum number of faults that can be expected!

Management gurus have long advocated that dissatisfied customers should be handled by a company director who has the power to cut through red tape and make things happen.

The bullshit is no substitute for results and until companies learn this lesson they will lose more customers than they gain.

Don Edwards
Chairman,
Essex Branch,
Institute of Marketing
Colchester



Renault 21: Faults or years?

The docks are in Gloucester

Yet again the London-based, media people's obsession with Docklands, (incidentally, my birthplace!), blinds them to anything that lies outside the capital!

The Gloucester Docks, where Robert Opies' magnificent collection is housed, are in Gloucester, not in London's EastEnd ("Finding ads a place in history", *Marketing Week*, September 23)!

The Victorian Docks refurbishment is rapidly taking shape and eventually will house not only the Opie Collection and the new National Waterways' Museum, but a lively shopping, entertainment and residential complex as well.

Please get it right next time, Gloucester Docks, Gloucester, Gloucestershire.

Tony Makosinski
Marketing manager,
Scantronic Radio Systems
Mitcheldean
Gloucestershire

Scratch 'n' miff

With reference to your Special Report on sales promotion (Research: Ensuring the right response, *Marketing Week*, September 23).

We were flattered to read the reference by Brian Francis to the Cinzano Instant Roulette bottle label scratch-off game, which he praises as the "most

successful ever pre-christmas promotion run of Cinzano".

For the record, the promotional theme was developed in association with CBH & Partners and used an on-label game technique pioneered by Don Marketing for which a UK patent has now been granted.

We were also surprised to learn of the subsequent "carbon copy" promotion as a "patent pending" message was clearly printed on every label. It therefore seems poetic justice that the attempted carbon-copy had to be cancelled because of insecure printing.

It proves yet again that although skill-based promotional games in particular can be remarkably successful, the involvement of an experienced specialist consultant is often the wisest precaution to take to avoid having to make an insurance claim.

And no claim settlement will cover the damage done to the image and credibility of a tarnished brand, as certain major advertisers and their promotion consultants would testify!

Roger Sotherton
Director
Don Marketing
Stowmarket
Suffolk



Cinzano: Carbon copy

No secret habitat

I was interested to read Mr Usher's letter (*Marketing Week*, September 2), where he describes the opening of Habitat in Hatfield as a secret.

Fortunately not everyone in the area seizes the opportunity to exaggerate a couple of minor points to get their name into print, and we had the best initial trading results of any of our edge-of-town stores.

If Mr Usher thinks our approach was secretive, on the basis of the results I shall seek to make them even more secretive in future!

R A Nethercott
Chief executive
Habitat
Wallington
Oxon

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