

### New man for P&I

Stuart Derrick, deputy editor of the CIM's *Marketing Business*, is to join *P&I* this month as deputy editor. He replaces Neill Denny who moves to *P&I*'s sister title *Marketing* as a reporter.

### Store cards roll out

Safeway is to beef up its ABC loyalty card programme by introducing the card to over 70 stores as part of a phased tactical launch. Asda is trialling its Club Card and last month Tesco rolled out Clubcard nationally (*P&I*, April). Of the big four supermarkets only Sainsbury's is now eschewing loyalty cards.

### Maxwell House parties on

Over £1.5m worth of prizes are up for grabs in a £3m promotion by Billington Cartmell for Maxwell House which includes TV and radio support. A free prize draw using the Noel's Maxwell House Party theme builds on last year's Out of the Blue promotion.

### Virgin cuts a deal

Virgin Radio and Toyota are linking in a deal engineered by new agency Epona. Consumers call Virgin when they hear a trigger record to enter a prize draw. Callers win a Toyota or a special 16-track CD from Virgin. The CD will also be used to incentivise a linked test-drive programme.

### No FT, no travel

The *Financial Times* is repeating its Gourmet Breaks campaign, through Flexibreaks, offering readers top hotel accommodation abroad for £10. In 1994 nearly 10% of readers took part and circulation was lifted by 6.5%.

### Banks vouch for Sainsbury

NatWest and the Royal Bank of Scotland are offering £3 Sainsbury vouchers through 57 ATMs in a 12-week test through Aimmedia International. Customers get vouchers after cash withdrawals, using a technique pioneered by the Burger King/Alliance & Leicester promotion (*P&I*, November/December 1994).

# Shell promotions dispute intensifies

The legal dispute between Shell and Don Marketing over the origin of two promotions has become a public feud, with both sides adopting hardline positions.

Don Marketing's managing director John Donovan has given Shell a seven-day ultimatum to retract a statement it issued last month to the business press on the affair – or face a libel writ. "It's not libellous. Anything else he does is up to him," says a defiant Shell spokesman.

Donovan and his father Alfred have recently founded the Shell Corporate Conscience Pressure Group, which is polling 1,000

Shell retailers to discover their views on the company. As a result a TV news show is now investigating the whole affair.

The Advertising Standards Authority is investigating a complaint levelled by the SCCPG alleging that Shell's Make Money promotion was flawed because players could see winning tickets through the envelopes, or re-seal envelopes with no trace.

"Shell would not run a promotion if it felt it was insecure for its retailers," says a spokesman.

Shell has applied to the High Court for security for costs. This hearing will occur on April 13,

with the timing of further legal action dependant on the result.

If Shell is successful, Don Marketing will not be able to proceed with the case unless it can prove it could meet Shell's legal costs if it lost. Shell is asking for £62,000.

Donovan slapped a writ on Shell for £350,000 at the end of last year over Shell's Now Showing promotion, and another a year ago over a Nintendo promotion. Donovan alleges the original ideas came from Don Marketing, and that Shell then used them without authority or payment, which Shell denies.

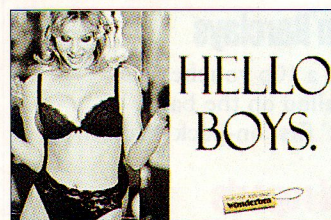
## Women go places with a Wonderbra

Playtex has launched its first national promotion for the Wonderbra brand since winning back the brand licence from Gossard last year.

Consumers who buy £25 or more of Wonderbra bras and briefs in most major department stores and lingerie shops, can claim a voucher for £100 off a holiday. Over 20 leading operators are taking part, including Cosmos, Kuoni, Thomson and BA Holidays. Each claimant must book their holiday before December 1 this year and take insurance through promotional travel firm Protravel.

The eight-week campaign is aimed at the 15-30 age group and will be run by Chris Russell Associates. It has handled trade incentives and independent store promotions for Playtex for the past four years.

According to Carole Murray, account director at Chris Russell Associates, "The travel theme was chosen because of its seasonal timing and profile, ie



Wonderbra: ads will lift promotion

young women thinking about booking a holiday and using this as an added incentive to booking earlier. It is a very strong promotion with high perceived value."

"We believe this promotion will ensure Wonderbra obtains prime sites within all stores stocking the brand. This, combined with the ad campaign [by TBWA], will maintain Wonderbra sales at the current high levels," says Nick Houghton, marketing director for Playtex.

## Third-party links ruled out by Camelot

Camelot has ruled out third party promotional involvement on its new Instants instant-win scratchcard game.

"We're slightly wary of third party promotions – we don't want to devalue the brand by using it as a giveaway," says a Camelot spokeswoman.

The game uses an archetypal scratchcard as the mechanic – consumers scratch off a latex play panel to reveal a possible prize. Top prize is £50,000, and games will change regularly.

Cards cost £1 and are on sale in 20,000 retailers. Camelot predicts they will become the UK's biggest impulse brand, with a £1bn annual turnover.

An embarrassing glitch marred the start of Instants last month. Hours after the celebrity launch the game was suspended when software inexplicably failed to validate cards. Within 24 hours the problem was resolved.

Instants is backed by a £10m TV, press, poster and radio awareness campaign.