

A correction

A picture library gremlin has struck at *P&I*. We apologise unreservedly to Holmes and Marchant chairman John Holmes for our unwitting mistake in running a picture of the wrong John Holmes in a results story last month.

New talent at Tequila/Mia Dickson

Tequila/Mia Dickson has recruited Peter Schooling from Option One, Amanda Ferguson from Promotional Campaigns and Helen Segue from Addition Marketing.

Collins launches SML breakaway

SML director, Michael Collins, has left the company to form his own independent database company, called Database Marketing Counsel. In the short-term, Collins will be based at the SML headquarters in Marlow.

Clarke Hooper appoints US executive

Clarke Hooper has appointed Rob Rappaport as a director of the company. He also becomes chief executive of Clarke Hooper America (CHA), responsible for all the group's US operations.

Riddiford joins Marketing Drive

Eileen Riddiford, who left IMP as client services director to join Source as business development director last autumn, has joined Marketing Drive as an account director on the existing Ross Young and new Hasbro account. The agency has also taken on ex-IMP account director, Alistair Wharfendale and ex-FKB account manager Craig Newman.

Limbo poaches Rost

Limbo has poached head of planning Linda Rost from Rapp Collins Partnership. She joins at the end of April as deputy md. Rost was managing partner at Rapp Collins and managing director of MSW before the agency was merged into Rapp Collins last year. Her appointment ends the search to replace Limbo's former direct marketing director Andrew Boddington. Boddington now works freelance for the agency. Rost's arrival brings a management reshuffle at Limbo. Managing director, Charles Garland becomes chairman and Juliet Timmis becomes md.

New DPP ruling: plain paper entries are 'legal and acceptable'

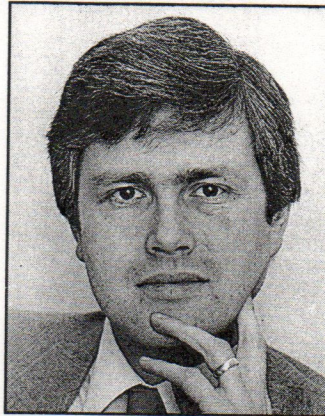
The Director of Public Prosecutions (DPP) has confirmed the legality of promotional draws in a letter to the ISP.

Its contents confirm the advice which the ISP has always given to its members: promotional draws are lawful so long as there is a genuine, realistic and unlimited alternative method of entry which is free.

For the consumer, this means that no purchase of the product bearing the prize draw entry form is necessary and plain paper entries bearing just their name and address are entirely legal and acceptable.

Philip Circus, legal advisor to the ISP said: "Many major promoters will be reassured by this confirmation, but they must heed the DPP's warning that such free entry routes must be genuine and unlimited."

Roger Hyslop, managing director at Marketing Triangle said many promoters will be glad that such an area of uncertainty has been cleared up. "This is a further justification of the UK's relative freedom in such areas. There was always a chance that free draws might have been deemed illegal. According to the



Circus: "promoters will be reassured"

DPP RULING KEY POINTS

Draws are lawful so long as unlimited alternative entry methods are offered
No product purchase is necessary
Plain paper entries are legal

1976 Lotteries and Amusements Act, to win a prize, there must be some degree of exercise of skill," he said.

John Donovan, managing director at Don Marketing, a company which specialises in promotional games said: "Don Marketing first contacted the Gaming Board Authority, Scotland

Yard and the Home Office about this matter in 1985. Discussions held then have culminated in this decision. It's unsatisfactory and not what we expected."

Donovan claimed guidelines were set in 1979 when the now famous Imperial Tobacco Spot Cash promotion went all the way to the High Court and was ruled illegal, even though there were two alternative routes of free entry, according to Donovan.

"Following that ruling, we put all our energy into designing skill games. We're disappointed that after all that, the DPP is changing the law."

Donovan also felt that laws should only be passed following a proper passage through both houses of Parliament. "This is just a policy decision from the Crown Prosecution Services," he said.

According to Donovan, there are still many illegal promotions taking place. He cites a Noel Edmond's TV programme on Saturday nights, which features a phone-in competition to predict future events. "There is no skill involved, but people are still paying, in effect, with their telephone call," said Donovan.

Ross Group acquires clock companies

Ross Group, the packaging and electronics company has acquired two clock businesses, Metamec Clocks and Steven Strauss, a division of Zeon.

This follows the appointment of Stoy Hayward as administrative receiver for Metamec on 31 December. Metamec was offered for sale on 14 January.

Metamec is a well-known clock manufacturer in the UK. It claimed a 1991 turnover of £2.9m under the Metamec, St James and Chesterfield brands. Ross acquired the business for a cash sum of £270,000.

The acquisition of Steven Strauss brings Ross Group the Ingersoll, Esteyma and President clock brands which in 1991 are estimated to have generated sales of over £2.3m. Net

assets of about £125,000 have been acquired.

The total clock market is estimated to be worth nearly £100m a year. With these acquisitions, Ross Group claims to have a combined market share in excess of 10%.

Herbert Hanna, managing director of Metamec said: "We wanted to become the largest clock manufacturer in the UK to compete in Europe. We called in the administrative receivers ourselves to make it easier for Ross to buy us." He claims there have been no redundancies.

Ross Marks, chairman and managing director of Ross Consumer Electronics said: "There is a possibility we could become the largest single supplier to the UK clock market."

SPCA resolves to raise awareness

The SPCA resolved to raise its profile through better marketing, increase membership and hold another Best Awards scheme at its AGM in January.

Other plans include: growing the total SPCA company employees by 10% and generating 20% prompted awareness of the SPCA with a regular fortnightly spot in *Marketing*.

The meeting attracted 40 acceptances from a total membership of 60 companies.

SPCA chairman, Malcolm Davies said the association had "not a bad year".

It budgeted for £60,000 expenditure in 1991 and under-spent by £8000. Total assets are about £30,000.