SLEUTH

Warp factor ten, Captain!

While **Mr Spock** wimped out and took off for an easy life in outer space, his father boldly went where no one in the family had gone before - into sales promotion. Presumably because of his connections, Mr Spock senior and the family dog have ended up working for **Shell** on their latest forecourt promotion - 'Star Trek - The Game'. Well documented in the trade press, this is of course a scratchcard game offering over £1.5m in cash prizes and 15 holidays for four to California. Holiday winners can be filmed live with the Star Trek crew at Universal Studios.

T-shirts limited only by the wearer's imagaination!

The phone rang at the P&I office a couple of weeks back . The caller was one **Charles Bar** (PhD), director of Auto Foto. "I'm going to make a T-shirt from the front cover of your magazine" he announced. We were too astonished at Mr Bar's marketing chutzpah to argue (or to order size XL). A T-shirt duly arrived a couple of days later bearing the cover of P&I's May relaunch issue. The parcel also contained a T-shirt made out of some holidaymakers's Big Ben snapshot and one emblazoned with a child's artwork. Mr Bar says "the limit for ideas lies in the imagination of the creator". Watch this space for T-shirts bearing the P&I advanced features list.

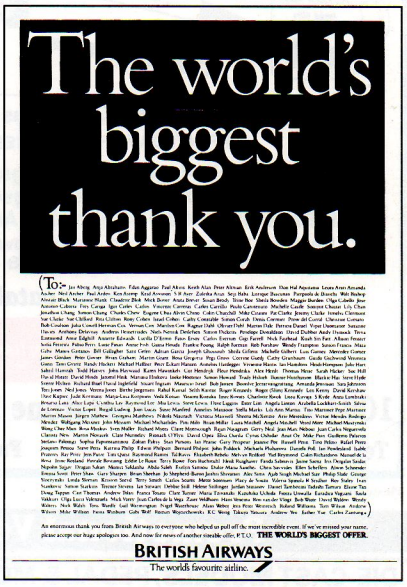
Forget the myths of industrial decline, this month we publsih proof that the British executive holds sway where it really counts: the lunch table. See News, Page 4.

Someone should come up with a promotion for men to make buying underwear more socially acceptable. According to a recent Mintel report, most men only think about buying new smalls when their old stuff is falling apart and a worrying 10% never buy any underwear at all. A niche market if ever there was one. But before you all rush off to the drawing board, bear in mind the fact that what drives those men seeking to replace their disintegrating underwear is not fashion or style or quality or desire to impress the opposite sex, but old-fashioned comfort.

No more slurred rugby songs from the back row, tedious journeys to the marketing review and interminable tales over the PA from Trevor in accounts. Jollys has come up with the Karaoke coach. From £300, you can get 800 singalong titles, video autocue, and enough mikes to perform duets and floor shows.

BA's World's Biggest Thank You

BA is extending the World's Biggest Thank You to hundreds of Saatchi and Saatchi people who made the World's Biggest Offer happen, but couldn't take part in it themselves.


The world's biggest thank you.

(To:- Jon Abing Anja Abrahams Fabio Aggarino Paul Akers Keith Alan Peter Altman Erik Andersen Dan Hal Aquanno Louis Aron Amanda Archer Neil Arthur Paul Ashley Ken Ashong Saul Atrowom S.B. Aun Zulekha Avaz Sey Baba Lennart Bacchini Fernando de Barcelo Mitt Bailey Alistair BLA Marianne Slack Claudine Blak Mick Boyer Anna Boyer Stuart Brady Trine Bue Sheila Bender Maggie Burden Olga Cabalo Jose Cabrera Ian Cameron Ian Cameron Ian Cameron