

IDM gets real

The Institute of Direct Marketing tackles integrated marketing at a symposium on 28-29 June in Egham, Surrey. Call 0181 977 5705.

Talking to the animals

Pet retailer Pet City is targeting 3.7m households nationwide through its largest ever door-to-door promotion by The Leaflet Company.

Handling seminars

The Promotional Handling Association is running training seminar series for members in May. Tel: 01925 417277.

KFC trials Argos

Fast-food chicken outfit KFC is running a six-month trial of the Argos Premier Points customer loyalty programme at eight outlets, concentrated on the south coast.

Roll out the barrel

Promotions consultancy Coaxis has been appointed as the below-the-line agency to carry out work on the range of Löwenbräu beers for the on and off trades.

Reflex action

Hotel guide publisher Johanssens has entered the voucher market in conjunction with Marketing Reflex.

Stay free

Protravel has been appointed to market Les Routiers products. It launches the *Break Free* accommodation directory on May 1, which has free accommodation offers at selected Les Routiers' Hotels.

Playhouse appoints LGM

High street video retailer Playhouse (formerly Our Price Video) has appointed LGM for a through-the-line campaign after a four-way pitch.

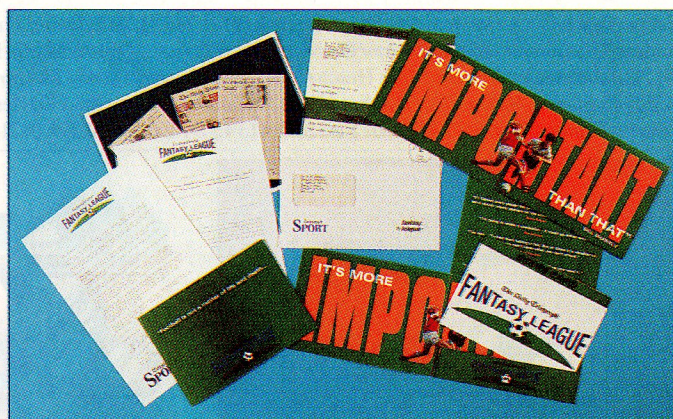
Telegraph tops the table at ISP Awards

The *Daily Telegraph* kicked its rivals into touch last week to win the *P&I*-sponsored Grand Prix for its Fantasy League promotion at this year's ISP Awards.

At a dinner at the Royal Lancaster Hotel on April 28, the winning client and agency IMP were presented with the most prestigious prize of the evening, having already received Gold awards in the Most Innovative Promotional Concept, CTN and Prize Promotions' categories for the same account.

IMP also received Gold in the Salesforce Incentive and Coupons and Cashbacks categories to equal Option One and The Blue-Chip Marketing Consultancy's tally of five Gold Awards each.

SMP followed closely with four Golds and Triangle Com-



Fantasy League: a Grand Prix winner for the Daily Telegraph and IMP

munications was awarded two. Curtis Hoy, Promotional Campaigns, Tullo Marshall Warren, The Target Practice, LGM Marketing Services, KLP Scotland, Marketing Drive, Tequila UK, Marketing Principles and FKB

Carlson all had a Gold each.

A record number of more than 900 entries were submitted this year, the 25th anniversary of the first ISP Awards.

(See our exclusive ISP Awards supplement enclosed with this issue.)

Epona loses meat business after pitch

Epona, the promotions agency which rose from the ashes of Tim Arnold & Associates (TA&A) – the firm which went into receivership in January this year – has lost the last of the former TA&A accounts, the Meat & Livestock Commission after an unsuccessful pitch. However, the company claims it is due to announce new business gains in the near future.

"We are getting in new business to compensate for the loss," says account director, Rachel McAuliffe, who told *P&I* the projects were confidential at the time of going to press.

The MLC work which was previously handled by TA&A/Epona has been divided between Cramm Francis Woolf, which will work on bacon and

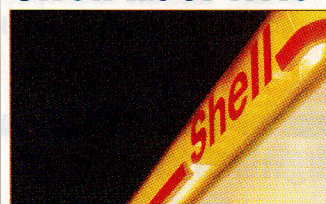
cured meat products, and Marketing Perspectives, which will work on sausages and pies. Both companies have worked for the MLC in the past and the accounts are for 12 months.

In the wake of the loss, Epona has lost a further two members of staff. However, McAuliffe stresses no staff were made redundant and says the two departed employees, board director Janet Cross and an account manager who worked on the MLC account are "going on to pastures new".

Epona's staffing level is now down to eight from 15 at the time of its formation in January.

"It's a new company with new backing," McAuliffe says. "But there's a lot of experience with in the agency."

Donovan issues Shell libel writ



Shell: stands by statement

Don Marketing founder, Alfred Donovan has issued a High Court writ for libel against Shell UK after it failed to retract a press statement of March 17 of this year (*P&I* April '95).

A spokesperson for Shell said, "Shell intends to see matters through in court."

Don Marketing's separate legal action over Shell's Now Showing and Nintendo promotions can now proceed after a Royal Courts of Justice judge ruled that £10,000 would provide adequate security against costs for the discovery stage of the case.