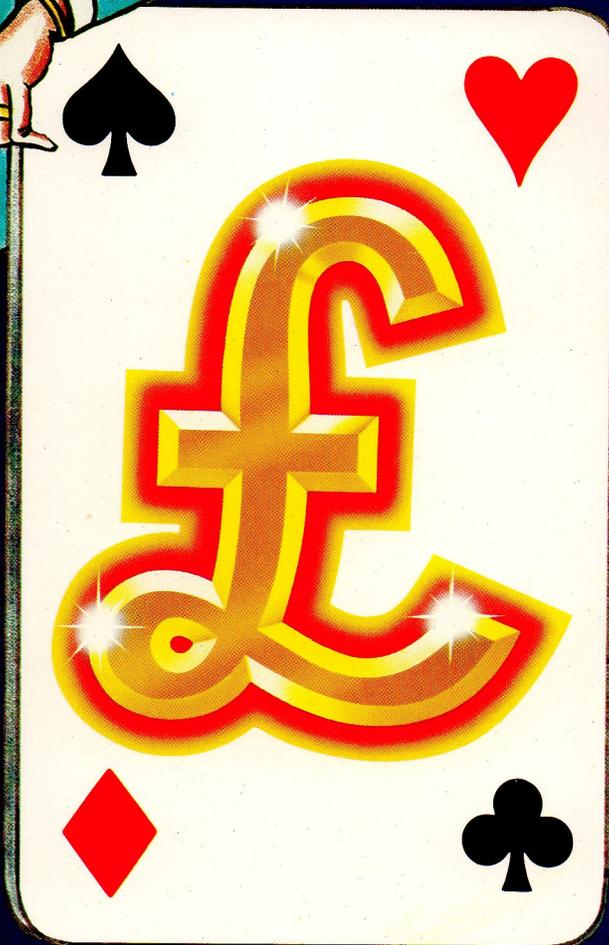




# Bruce's Lucky Deal



**EVERY  
GAME  
CARD  
CAN  
WIN!**

# Bruce's Lucky Deal

## WHAT IS IT?

A simple scratchcard game with a unique difference. 'Bruce's Lucky Deal' is the first game to offer the motoring public the unique proposition that 'Every Game Card Can Win!' As you would expect, the promotion is based on a card game. The motorist is required to scratch off 4 cards only in each hand, the aim being to reveal –

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All Cards of the Same Suit

**OR**

All Jacks, Queens, Kings or Aces  
in any combination.

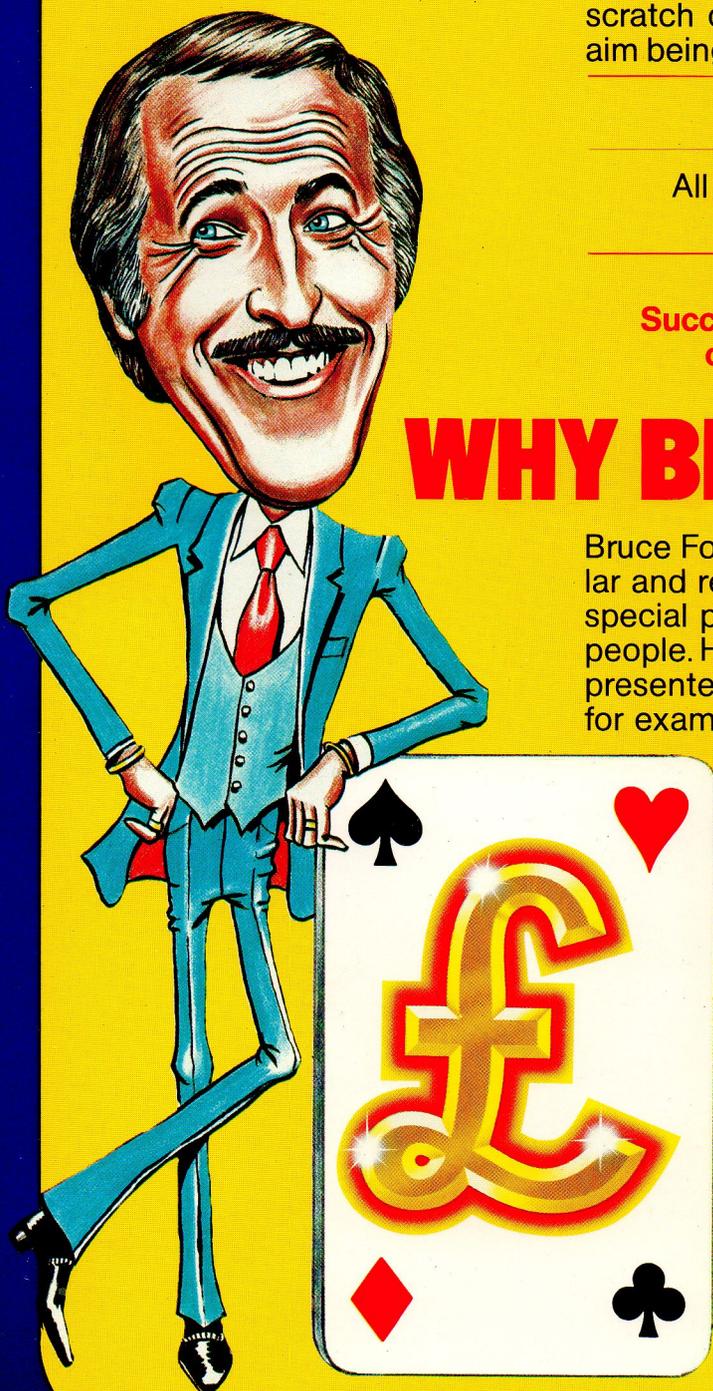
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**Every game card can win.  
Success depends entirely on which  
cards the motorist reveals.**

## WHY BRUCE FORSYTH?

Bruce Forsyth is one of Britain's most popular and respected entertainers and holds a special place in the affection of the British people. He is particularly well-known as the presenter of TV games and already in 1985, for example, has been voted the 'TV Times Quizmaster of the Year.'

We believe the combination of Shell and Bruce Forsyth will prove a winning team for this promotion, not only in grabbing attention in a busy market-place but, importantly, in reassuring motorists that our unique claim, 'Every Game Card Can Win,' is indeed true.



# HOW THE MOTORIST PLAYS 'BRUCE'S LUCKY DEAL'



Every scratchcard contains two hands – 8 cards in 'Bruce's Hand' and 8 cards in 'Your Hand'. The player must reveal 4 cards only in each hand.

There are 2 games to be played –

**If the 4 cards revealed in each hand are the same Suit, the player wins one of these exciting prizes –**

All ♠ wins £10,000

All ♥ wins £100

All ♦ or All ♣ wins a Pack of Quality Playing Cards which could contain a £50 Bonus Prize

**OR**

**If the 4 cards revealed in each hand are All Jacks, Queens, Kings or Aces in any combination whatsoever, the player wins a share in a £100,000 Jackpot. And there's a new Jackpot every 2 weeks – 6 in total.**

All prize entries other than All ♦ or All ♣ must be sent in to the game promoters for verification and redemption.

# WINNERS CHECK LIST

## IMPORTANT

If you think you have a winning hand DO NOT scratch off any more cards AS THIS WILL INVALIDATE YOUR CLAIM.



CAREFULLY REVEAL 4 CARDS ONLY - FROM EACH HAND

— 4 ONLY

— 4 ONLY

IF ALL 8 CARDS NOW REVEALED ARE

ALL ♠ YOU WIN **£10,000**

Send your winning card to address given on reverse.

ALL ♥ YOU WIN **£100**

Send your winning card to address given on reverse.

ALL ♦ OR ALL ♣

YOU WIN A PACK OF PLAYING CARDS NOW - WHICH COULD CONTAIN A

**£50 BONUS PRIZE**

Redeem your winning card here and now.

## IMPORTANT

You are a Winner provided you have revealed 4 cards only in each hand and all 8 cards then revealed are all the same Suit.

If you have duplicated cards, eg. 2 x 7 ♠ or any Jacks, Queens, Kings or Aces you win. Equally the position of any card in one or both hands is irrelevant - Providing they are all the same Suit - you win.

J Q K A

ALL JACKS, QUEENS, KINGS OR ACES IN ANY COMBINATION, POSITIONS OR SUITS YOU WIN A SHARE IN A

**£100,000 JACKPOT**

New Jackpot every 2 weeks.

Send your winning card to address given on reverse.

## IMPORTANT

You are a Winner provided you have revealed 4 cards only in each hand and all 8 cards then revealed are all Jacks, Queens, Kings or Aces in any combination whatsoever.

If you have duplicated cards, eg. 2 x K ♥ you win. You might even have 8 Aces - you still win. Equally the position of any card in one or both hands is irrelevant - Providing they are all Jacks, Queens, Kings or Aces in any combination whatsoever - you win.

## EVERY GAME CARD CAN WIN!

Success depends entirely on which cards you reveal. If you have carefully revealed 4 cards only in each hand and, having checked above, have not won on this occasion, reveal the rest of the cards and see for yourself - you could have won.

# LEGAL OBLIGATIONS

## GIVING OUT GAME PIECES

You must give out one game piece to the driver, aged 18 or over, of a motor vehicle (including motorcycles) - ONE PER DRIVER, PER DAY.

**There is No Purchase Qualification - this is a legal requirement and must be complied with at all times.**

The success of any promotion of this kind depends entirely on the game pieces and their correct distribution. *Withholding* game pieces from motorists can seriously damage the promotion. Equally, giving out *more than one* game piece per driver can end the promotion prematurely. *Please* make sure your Staff understand the importance of this and obey the Rules.

## FULL RULES

The reverse side of the game piece contains Abridged Rules only. Copies of the Full Rules are in your POS packs and must be displayed in a prominent position where motorists can read them at any time during the promotion.

To ensure the promotion runs smoothly on your site please make sure you and your Staff acquaint yourselves with the Full Rules.

## ELIGIBILITY

As in previous promotions all employees of Shell, its agencies and suppliers for this promotion and *You, Your Staff and families* are *not* eligible to participate in this promotion.

# THE PRIZES



**£10,000** INDIVIDUAL PRIZES

MASSSES OF **£100** PRIZES

MILLIONS OF PACKS OF QUALITY  
PLAYING CARDS GIVING MOTORISTS  
THE EXTRA CHANCE TO WIN

**£50** BONUS  
PRIZES



**£100,000**  
JACKPOT  
SHAREOUT  
EVERY  
2 WEEKS

## PRIZE REDEMPTION

The only prizes that you, the Retailer, are required to redeem are the Minor Prizes, namely the specially sealed Packs of Playing Cards, which could contain an additional £50 Bonus Prize Card. But even *these* £50 prizes will be redeemed via the game promoters, whose address appears on the back of the game piece.

Please note that *all* Packs of Playing Cards *must* be handed to the motorist with the special seals intact.

## STOCK CONTROL - GAME PIECES

To assist you and your Staff to carry out efficient stock checks on game pieces each box will contain 3,000 game pieces and these will be loose within the box.

# TO THE MOST IMPORTANT PEOPLE IN THIS PROMOTION YOU AND YOUR STAFF

Your role is crucial to the success of the promotion –

- \* Generating and building the motorist's interest and enthusiasm in the game on a person-to-person basis.
- \* Constantly emphasising to your Customers the uniqueness of the game – **Every Game Card Can Win.**
- \* Handing out **ONE and ONLY ONE** game piece per driver per day – **otherwise the promotion will end prematurely.**

But even more damage will be done if you **WITHHOLD** game pieces from drivers justifiably entitled to them in accordance with the rules of the promotion.

**GAME PIECES MUST BE ISSUED ON EVERY JUSTIFIABLE OCCASION.**

## TIMING SCHEDULE

	MARCH				APRIL					MAY				JUNE				JULY					AUGUST				
	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	
DEALER PRESENTATIONS																											
1st DELIVERY OF GAME PIECES + POS																											
2nd DELIVERY OF GAME PIECES																											
PLANNED PROMOTIONAL PERIOD																											
TV ADVERTISING SUPPORT																											
PRESS ADVERTISING SUPPORT																											
POS + PR SUPPORT																											
RETAILERS' STAFF FREE DRAW PROMOTION																											

## KEY ACTION DATES

FRIDAY 22nd MARCH – TUESDAY 9th APRIL Your decision to participate required.

MONDAY 22nd APRIL – THURSDAY 2nd MAY Your 1st delivery of Game Pieces and POS.

FRIDAY 3rd MAY All POS in position. Promotion starts.

W/C MONDAY 17th JUNE Your 2nd delivery of Game Pieces.

SATURDAY 5th AUGUST Final closing date for jackpot shareout claims.

SATURDAY 31st AUGUST Final closing date for all other prize claims.

IF YOU HAVE ANY QUERIES AT ANY TIME DURING THE PROMOTION, YOU SHOULD CONTACT YOUR SHELL REPRESENTATIVE.

## YOUR CHECKLIST

CHECKED

1. Are all POS, Full Rules and Winners Checklist correctly displayed?
2. Do your Staff clearly understand how the promotion works?
3. Does the cashier have a stock of game pieces and access to Instant Win Prizes (Packs of Playing Cards only)?
4. Is this Checklist in a prominent position in/around the console area for future reference?

# MASSIVE TV + PRESS ADVERTISING

The promotion is being supported by a £1 million heavyweight National TV and Press Campaign starring Bruce Forsyth. All our advertising and POS features Bruce prominently as the presenter of the game.

Our TV advertising will emphasise the uniqueness of our promotion that 'Every Game Card Can Win'. It's absolutely true and Bruce's prominence as the presenter of the promotion will add the strength of his personal integrity to this major breakthrough in promotional games.

With 3 weeks of high-profile national TV airtime commencing Wednesday, 1st May, over 84% of all motorists will see our commercial an average of 7 times.

National press advertising every 2 weeks will reinforce this further by listing the hundreds or thousands of winners in each of the 6 Jackpot Shareouts.



The role of the POS and the game pieces themselves is then to carry this message home to motorists clearly and precisely so that every motorist in Britain can enjoy playing 'Bruce's Lucky Deal'.

## £40,000 PRIZE DRAW FOR YOUR STAFF

### 6 REGIONAL PROMOTIONS

The success of the great investment we are jointly making in this promotion *depends* on You and your Staff – a positive attitude, handing out game pieces correctly, encouraging motorists to play, constantly reminding them that 'Every Game Card Can Win' and, most importantly, understanding how the game works, as well as redeeming the Minor Prize Packs of Playing Cards immediately on-site – this is your key role.

To encourage your Staff we're giving away over £40,000 in a Free Draw. Each winner will receive up to £100 of Supercheques exchangeable for over 20 of the best-known retail vouchers in the country –

- \* Argos \* Austin Reed \* Berni Inns \* BHS
- \* Boots \* Burton Group \* Thomas Cook
- \* C & A \* Currys \* Debenhams \* Dewhurst
- \* Dixons \* Peter Dominic \* EMI Record
- \* Tokens \* Hornes \* House of Fraser
- \* Marks & Spencer \* H. Samuel \* W.H. Smith
- \* Trusthouse Forte \* Victoria Wine
- \* Woolworth.

### HOW TO ENTER

When your Staff pay out the Minor Prize of a Pack of Playing Cards – *and this prize only* – they should write the Station name, location, and their initials in the white area at the bottom of the game piece.

ADDRESS: _____	
TOWN: _____	POSTCODE: _____
TELEPHONE NO: _____	
VEHICLE REG NO: _____	
<i>Crown Self-Service High Street, Anytown C M c B</i>	

You should then send these winning game pieces in the envelopes provided by your Representative to your 'Bruce's Lucky Deal' Regional Co-Ordinator every week starting from May 3rd. The first draw will be held on Monday, 13th May and thereafter at weekly intervals in your Regional Office.

Regions will send you a weekly list of winners.



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# HOW IT WORKS

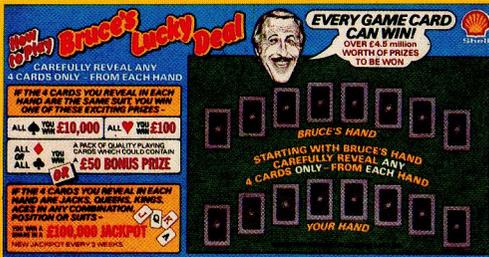


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**HAVE YOU WON?**

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**ALL ♦ OR ALL ♣ YOU WIN A PACK OF PLAYING CARDS NOW - WHICH COULD CONTAIN A £50 BONUS PRIZE**

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**New Jackpot every 2 weeks.**

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