

From: WYTHA6 --UICVM00
To: WYCF07 --UICVM00 C.N. Fox
cc: WYDWA1 --UICVM00 D.J. Watson

Date and time 02/11/93 14:13:34

From: T.S. Hannagan,UORM/133, Design and Point of Sale
Co-ordinator, Marketing Communications.
Subject: CUPID BRIEF

Charlie,

I'm writing the design brief for the G.D.A meeting this Wednesday. For this I've written a series of general statements about how the promotion will work. What I need is a clear step by step document on exactly how the promotion will work;

- how prizes are won
- how prizes are claimed ie instant vis by mail

I also need the following from you;

- address details for mail claims.
- customer data capture ie exactly what do you want, size format etc.
- legal statements (trading stamps act etc).
- terms and conditions copy.
- any other copy

We also need to write copy for roadside and shop posters, ceiling baffles, change mats, header cards etc., ie main headline, key words etc. We should also decide on the visuals.

Here are some ideas;

'MAKE MONEY'

'WIN CASH PRIZES'

'MILLIONS OF PRIZES TO BE WON'

'WIN CASH in MAKE MONEY'

'Match halves and win'

'Over 1 million prizes to be won'

etc.

I can brief GDA on the general tone etc., but all of these questions will need answering in full BEFORE design can progress very far beyond basic concepts.

With less than 12 weeks to launch, we have just the next 5 days for the material to be fleshed out in full, because design will have to be complete by the end of Nov.

Regards,

Tim.