

# Round Two!



Shell Make Money took Round One of the petrol promotions battle of 1984, and was a hard act to follow — as the other major oil companies discovered.

For Round Two, Shell once again chose Don Marketing and the same winning team\* has now created Shell Mastermind — a game which combines excitement and playability with the style and image which has characterised the Shell brand's leadership in the market place.

Make Don Marketing part of your winning team by calling John Chambers or John Donovan on 04024 71836.

**DON**  
MARKETING

## Leading the World in Promotional Games

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\*THE TEAM. Shell UK Oil Ltd., Don Marketing, McBain Noel-Johnson, Dobson & Crowther, Ogilvy & Mather