

Consumer Promotions

Shell:

Don does it again, this time with Bruce



Chambers: Talking of three or four million winners

Scratch cards and Shell get together for a new fore-court promotion, this time aided and abetted by Bruce Forsyth.

The game comes with a unique offer in that every card is a potential winner.

Based on a playing card game, 'Bruce's Lucky Deal' is the title of the promotion which is supported throughout the summer months by a series of TV ads featuring Bruce Forsyth in different guises pushing the same theme.

The motorist is required to scratch off eight cards from sixteen on his game piece and success depends on which combination of cards he re-

veals.

Individual prizes range from £50 to £10,000 plus the chance of a share in the £100,000 jackpot every two weeks. Also millions of packs of playing cards will be given away during the promotion.

Devised by Don Marketing Management of Chelmsford, their fourth game for Shell, it creates a new combination with the possibility of a certain win and a £1 million TV and press advertising campaign involving a major TV personality.

'No one knows for sure how many people will qualify for the £100,000 jackpot share-

out,' says John Chambers, managing director of Don Marketing.

'It could be one winner getting the lot, or 2,000 winners each receiving £50 — we will be announcing the winners in the press at the end of each two-week period.'

The game's 'perceived honesty and straightforwardness' is expected to attract powerful reaction among motorists.

'We are talking of three to four million winners,' says Chambers.

Shell does not reveal its anticipated sales through the campaign which is estimated to be costing between £4-£6 million.

'Provided our sales plans are met we shall be happy,' says John Smeddle, Shell's retail sales manager.

The scratch off game was printed by Astra Games of Weybridge, part of the giant US McCorquodale Group while the playing cards were supplied by Carta Mundi. ■

Prestige:

Helping the mopping up campaigns

PRESTIGE is aiming to wipe the floor with its competitors with a spring promotion on its range of Ewbank Minit Mops.

Buyers of Ewbank Minit Mops get a free 400 ml bottle of Ajax, worth about 59p, which is attached to the mop by printed tape bearing a 'Free Ajax' flash.

Prestige are also supporting Minit Mop spare heads with a money-off consumer promotion. The spare heads are

available in twin packs, sold at the special price of £4.25 for two, offering a saving of £1.27. The heads are packed in a hanging polybag with a headcard flashed with the special price.

Prestige is also relaunching a co-ordinated range of Ewbank brushware.

Wolsey:

Six trail towns and a Paris trip

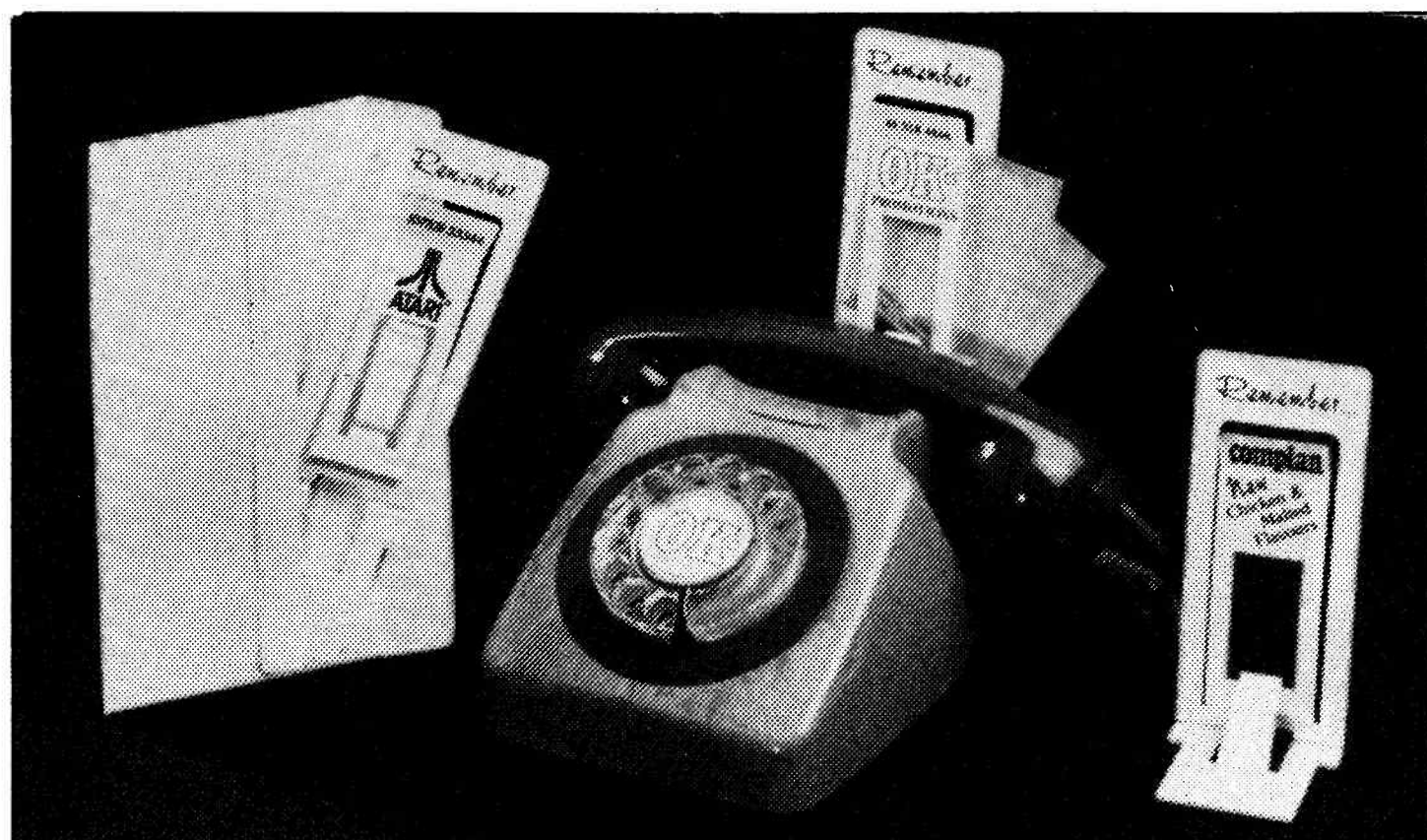
WITH an eye on increasing sales by over 40 per cent and increasing distribution to new outlets, Wolsey has launched a £50,000 consumer competition designed by Kimmian Marketing and Trading.

Called the 'Wolsey Prize Trail', the main feature of the promotion is an on-pack consumer competition giving clues related to six UK towns. Once the consumer has discovered the towns and worked out the correct sequence he or she is required to estimate the mileage of a direct route between them.

First prize is a trip on the Orient Express to a three day Paris with dinner at the Ritz in London and a visit to a London stage show as second and third prizes respectively.

The main promotion is supported by regional Press activity for which there are alternative prizes; winners can get a gourmet dinner for four in any one of the trail towns featured in the on-pack competition.

Winners of the regional competitions will be automatically entered for a draw for a top prize of a Ford Cabriolet convertible. ■



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