

Performance is the key

"ISP Awards — Entries Up Overall Quality Down".

What an absolutely negative and uninformed headline. The ISP Awards have struggled and worked hard for years to obtain credibility — they have also worked hard to be taken seriously, as has the sales promotion industry — and now after years of hard work — the whole quality of promotions has once again been thrown into question based on one or two comments from some of the judges.

Surely, the quality of promotions is not about how they look — but how they actually perform.

We are in a serious recession and have been for some time, clients — certainly my clients, are looking for activity that really digs down to the grass roots — grabs the trade and pushes sales in. The icing on the cake is the pull-through, although I thought that was the job of advertising.

Has no-one yet understood trade marketing!

With regard to agencies entering into more than one category with the same promotion "in the hope of winning at least something" — why not take a good look at some of those promotions — which category should they be placed in? As yet, there simply isn't a category for an "Integrated Marketing Campaign", and by the way, this was discussed at the ISP meeting

convened to introduce/encourage agencies to enter and show them how best to do so.

One last comment — your article refers to the first stage of judging and at this stage, agencies were not known by the judges — how then does Anne Freer of M D Foods feel able to comment.

"There are a number of agencies that I've now made mental note of in terms of marketing ability".
Beverley Pritchard
Managing Director
Tactical Marketing

Business comes before art

Your lead article in Sales Promotion (March) suggests creativity gave way to commercialism in the recent ISP awards entries. What else do you expect? In a year of soaring interest rates, a marked fall in consumer spending and widespread recession, it is only natural that the sales promotion industry responds with sound commercial propositions. If there's one thing that sets sales promotion companies apart from their advertising agency stablemates it is their ability to deliver measurable cost effectiveness.

It is very rewarding (no pun intended) to judge our industry's work on its creative merits, but spare a thought for our clients. They are looking for a return from their spend. The sales promotion companies who achieve this

can look forward to the prospect of more work, better budgets and sustained growth. I have no objection to awards as symbols of achievement, but I wish the industry would remember sales promotion is a business first and an art form second.

Paul R Farrer
Director
Murray Luckett Sales Promotion

Promotional amnesia

I read Stephen Callender's article on joint promotions with great interest. His premise is sound, since a lot of real synergy can be created with appropriate partners. What irks me slightly is that he has a touch of amnesia.

The only mention of Kellogg's (who through the years have been the true innovators in the joint promotion area) is in connection with our promotion with Solo paint. This was not Crunchy Nut Corn Flakes, as he suggests, but Kellogg's Bran Flakes. The latter product makes a lot of sense as a partner to a DIY product, but Crunchy Nut Corn Flakes is as different as KLP is to Source!

It was Kellogg's who initiated the British Rail connection, not Persil. It was Kellogg who did the first major Bank, MMB, National Express, Royal Mail and McDonalds promotions.
J J Sandys-Winsch
Sales Promotion Manager
Kellogg Company of Great Britain

In search of the right card

I hope your readers may be able to help me.

For over 30 years I have collected packs of playing cards used by British companies as an advertising and sales promotion medium. The bulk of my collection was stolen recently.

I am now trying to replace my collection and, short of wading through every copy of Yellow Pages and then phoning likely companies one at a time, I was at a loss about how to start. It struck me that your readers may be able to point me in the right direction.

Many of the packs which I had in my collection will be virtually impossible to replace because they were produced for companies that no longer exist. Waddingtons have wished me luck but, for understandable policy readers, they are unable to let me have a list of companies for which they have produced cards over the years.

Ideally I collect packs of cards in their original cartons and with the seals unbroken.

Any help will be very grateful and personally acknowledged.

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IMP directors join DMB&B board

Joint chief executives of the IMP Group, John Farrell and Lance Smith, have been appointed to the world board of parent company DMB&B. These are the first representatives from the IMP Group to reach this level in DMB&B. This follows DMB&B's decision in February to have all IMP's European offices report directly to Farrell and Smith.

Mobil link up with Argos for new collection scheme

Mobil has launched its latest collection scheme, Premier Points, jointly with Argos.

Customers are to be issued with credit cards on which points can be collected electronically. These points can then be redeemed against any goods in the Argos catalogue or stores. Points will be awarded on any pur-

chase of petrol with no minimum threshold.

Given the relative complexity of this scheme forecourt staff will have to undergo a degree of training before installation. The programme has already been launched in northern England and should be in place in all Mobil garages by the end of May.

Pepsi sponsors schools roadshow

Pepsi-Cola and Britvic Soft Drinks have launched a schools radio roadshow visiting 80 schools over a 12 week period.

The roadshow is run jointly with independent local radio stations and aims to provide information on the radio industry as well as distributing revision hint cards for the major GCSE subjects.

Pepsi hopes the venture will increase penetration among teenagers and draw attention to the product at exam time.

Suitable for promotions aimed at children is a range of fun scissors from H Cubitt Bexfield. The scissors come in four character designs — a clown, a witch, a chef and Santa — and are made from moulded plastic, incorporating inset steel blades, rounded for safety. The Fun Time is the latest addition to the range.

Correction

In the additional notes provided with last month's league table of 100 agencies, filed figures for Creative Minds were up to November 1988 and not November 1989 as stated.

Marketing merger

CPM Field Marketing has merged with the telemarketing agency Newbury Marketing. Both companies are part of the Omnicom

group. The merger is aimed at developing merchandising contracts using both disciplines telemarketing and field marketing.

Ronseal has used Leeds based Murray Luckett to devise a promotional package for its range of DIY products.

The scheme, known as the Business Builder, is aimed at independent DIY retailers. In exchange for a degree of commitment the retailers receive advertising, marketing and sales promotion support.

Business Software has introduced a computer based package designed to assess applicants' suitability for sales positions. SELECT uses test questions to produce graphs and reports on applicants helping recruiters to compare candidates on specific qualities. A general personality test is also included in the pack.

The hotel consortium, Consort Hotels, is offering free weekends in exchange for conference bookings through their VenueFinder placement service.

The scheme, Consort Breakaway, is based on a point system. A three-night reservation for 50 delegates earns 60 points and 200 points are required for a weekend break.

Events watch. . .

April

ISP Seminar, Sales Promotion Law, April 23, Church House Conference Centre, Westminster, London SW1. Tel: 071 837 5350

How to make powerful presentations, April 22, Bournemouth, April 23, Cardiff, April 25, London, April 26, Dublin, April 29, Birmingham. One day seminars on how to master presentation skills. £95. Tel: 0494 817111.

May

May 14-16, Incentive '91, Olympia, London. Over 500 exhibitors representing companies from the motivation, incentives and sales promotion industry. '£5 from anywhere' return rail fare for buyers. Langfords Exhibitions, Brighton, 0273 2066722. Advertising Through Sponsorship, May 21, A one-day course on promoting corporate and brand awareness. Covers the practical and legal concerns of dealing with the use and marketing of characters and personalities. European Study Conferences, Ibis Euston Hotel, London NW1 2LW Contact 0536 203224.

June

Northern Conference & Hospitality Show, June 5-6, G-Mex, Manchester. Sterling Events, 051-709 8979. Data Protection Guidance for Advertising and Marketing, Four One-Day Seminars, June 11-20. June 11, City Conference Centre, London, June 13, Hotel Piccadilly, Manchester, June 18, Crest Hotel, Bristol, June 20, Cafe Royal, London. IBC Legal Studies, 071 236 4080. Stress Management for the 90's. ROSPA International Safety & Health Congress, June 18.20, NEC Birmingham, £50. For further details, contact Jenny Bloor on 021 200 2461.

Shell launches Star Trek scratchcard game

In the wake of Collect & Select, Shell has launched a new scratchcard promotion under the banner 'Star Trek — The Game'. The company claims that its research has shown the popularity of this medium with its instant benefits over long term catalogue promotions.

The Star Trek theme was chosen for its broad appeal and the promotion will also coincide with the 25th anniversary of the tele-

vision series.

The competition offers over £1.5m in prizes along with family holidays in California and the chance to appear with the Star Trek cast at Universal Studios.

A separate promotion, aimed at HGV drivers is to run alongside offering free audio tapes for every 100 litres of diesel purchased. The company also plan to relaunch its Air Miles scheme.

Blue Chip pick up Kimberly-Clark

The newly-formed Blue Chip agency has won its first piece of business from Kimberly-Clark. The agency, created by former Clark Hooper employees Ian Moore and David Walters, will be working on two projects with promotions appearing in late Spring. The move to appoint Blue Chip marks a departure for Kimberly-Clark which

usually handles many of its promotions in-house. The company's sales promotion manager Brian Mitchell commented: "The pressure of promotional projects has forced us to look outside for help". Mitchell added that Moore and Walters were chosen as they had worked together on the launch of Kleenex Velvet in the early 1980's.

Mia Dickson Associates has formed an association with French agency Tequila following their acquisition by the French communications network BDDP.

Tequila is France's second largest sales promotion agency and shares many of MDA's existing clients such as Rowntree Mackintosh and Levers.