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### RADIO ADVERTISING BUREAU APPOINTS WARREN TO CHAIR

□ Peter Warren is to be the next non-executive chair of the Radio Advertising Bureau. Warren has a distinguished advertising background, having travelled from the postroom of Ogilvy & Mather to chairman of the company in the UK and Europe. He is also a member of the council of the Institute of Practitioners in Advertising, a director of the AMV group, chairman of its PR offshoot Hammond Communications and a director of dm subsidiary BHWG.

### SAFeway RAPPED FOR BABY MILK LOYALTY CARD DISCOUNTS

□ Safeway has run into legal problems for allowing customers to buy baby milk products with their ABC Loyalty Cards. The Food Safety Act 1990 prohibits the promotion of baby milk "by means of premiums, special sales, loss leaders or tie-in sales, or to undertake any other promotional activity to induce the sale of infant formula."

### ROYAL MAIL HAS SECRET PLANS FOR JOB CUTS, CLAIMS UNION

□ The Union of Communication Workers claims to have obtained a confidential Post Office management report with detailed plans to axe 500 permanent and 700 temporary jobs in Scotland and Northern Ireland over the next six months. Additionally, 75 administrative and 150 managerial jobs are "under review". Although declining to comment on the leaked document, the PO denied it has plans for redundancies additional to the 15,000 announced three years ago.

### COMPANY RESULTS

reported in September/October 1995. All figures pre-tax. Losses in (brackets)

Company	Period ended
▲ Abbott Mead Vickers BBDO	Up from £2.38m to £3.49m
▲ Agis	Up from £14m to £16m
▲ Aspen Communications	Up from £1.01m to £1.63m
▲ Colleagues Group	Up from £1.16m to £1.56m
▲ Sears Group Mail Order Division	Up from £522.6m to £562.8*
▲ Lpox	Up from £287.0k to £319.0k
▲ N-Brown Group	Up from £10.9m to £12.6m
▲ Next Directory (excluding retail)	Up from £5.9m to £8.3m*

\* indicates interim result six months † indicates operating profit only

### 'BROKER DIRECT' PROJECT DELAYED FOR TWELVE MONTHS

□ High street insurance brokers have postponed their attempt to launch a counter-attack at the erosion of their market by direct insurers. Broker Direct, the planned umbrella company, has decided to postpone launch by another year - not, it insists, through difficulties in raising the £55m required to capitalise the venture - but because of the intense price competition in motor insurance recently triggered by Direct Line which it believes will have abated by late 1996. Technological developments over the coming year should also simplify the transaction of business with brokers via their existing computer systems, obviating the need to buy new terminals.

### NEW DMA INSERTS COUNCIL TO EXPLORE AUDITS PLAN

□ The inaugural meeting of the new DMA Inserts Council elected Charles Ping, inserts sales manager of The Guardian/Observer, to chair its committee with Kevin Kerrigan, sales director at IPC Innovator, as vice-chair. Two working parties were established: the first, led by Phil Nunn (Radio Times) will address best practice and auditing; the second, headed by Kevin Kerrigan, will investigate research and measurement. The Council represents 58 member-companies from a broad range of business sectors.

### LOTTERY LISTBROKERS LIABLE TO PROSECUTION, SAYS HOME OFFICE

□ Following discussions with the DMA, the Home Office confirmed that the promotion of foreign lotteries remains illegal in the UK despite a recent ruling by the European Court in the Schindler case. Although importation of foreign tickets is legal - and therefore not liable to seizure by Customs and Excise as they were in the Schindler case - the Court ruled that individual EU member-states are entitled to prohibit their promotion. Although the promoters of foreign lotteries are outside UK jurisdiction, UK listbrokers who supply names to promoters, could be liable to prosecution for aiding and abetting an offence.

### SHORT SCORES

◆ QVC is the first home shopping channel to broadcast simultaneously in the UK and USA. Via a live link between studios in London and Pennsylvania, the station transmitted Joan Rivers promoting her classic collection of jewellery. Graphics giving the UK order line number and price in sterling were superimposed locally.

◆ The EDMA Forum 1996 is scheduled for 11-12 April at the new Management Centre Europe in Brussels, preceded on 10 April by a database marketing seminar. The title of the main event is *Your chance to link-up to the European direct marketing experience*. The 'Best of Europe' Awards will also be announced at the Forum.

◆ The Sales Promotion Consultants Association has four new committee members: Mark Beasley (Marketing Perspectives), Sue Day (FKB Carlson), John Quarry (IMP) and Paul Vines (HH&S).

◆ Carlton Television, twitchy at declining market share and criticism from advertisers, hopes to regain the former and counter the latter with its *Lucky Breaks* game-card promo designed to increase audiences during the afternoon programming slot. 1.2 million viewers received gamecards inserted in TV listing magazines. These feature twenty brands (including dummies to ensure viewers watch the commercials) which must be matched against those appearing in the commercial breaks. Matches win cash prizes up to £10,000 or the chance to enter a prize draw for a year's free shopping at Sainsbury. Prize claims that include any of the dummy brands are not valid.

◆ Leo Burnett has become the first ad agency to win the Government's Investors in People Award.

◆ Sky Television is to charge many subscribers an extra £2 monthly as from 1 November. The cost of the basic package rises by £1 a month; premium channels cost a further £1. However, subscribers have access to seven new channels going on-air in October.

◆ Despite meetings between Shell UK Oil and Don Marketing in an attempt to reach settlement in their long-running dispute over alleged theft of promotional concepts [Debrief, 3-63], the parties are agreed on only one point - that the matter should go to court.

◆ The hearing of the case against Mike Doyle, former marketing services manager at Abbey National, and seven others charged with conspiracy to defraud, has again been postponed - until 15 November.

◆ British Midland Airways has launched the *Diamond Collection*, a 16-page in-flight mail order catalogue available on all BM routes. John Chambers, BM's purchasing and supply manager, is coy about the fulfilment logistics but claims products, ranging from Janet Reger lingerie to cuddly toys, can be delivered within 4-7 working days to 38 countries worldwide.

◆ Just for the record: the controversial Net Book Agreement was formally consigned to history on 28 September, sparking a price war.

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Call Neil Shotton on:  
 01908 249122  
 or Lynne Gray on:  
 0191 415 0333