

DIARY

Chambers' move in promotional games



John Chambers, sales promotion manager at Allen, Brady and Marsh has become managing director of Don Marketing, one of the world's leading promotional games companies.

Says Chambers 'The computer printing and video revolution has opened up spectacular opportunities for new sales promotion techniques. Don Marketing is at the forefront of this new technology and the potential is enormous.'

London-based Don Marketing

also has a subsidiary company, Don Marketing (Northern) in Leeds and there are international subsidiaries in California, U.S.A. and Sydney, Australia. Chambers also joins the boards of these companies. The Australian company is a joint venture between Don Marketing and Fortune Communication Holdings, the major South Pacific advertising group billing around £50m which includes Schofield, Sherbon, Baker Advertising and The Weston Company of Australia.

John Donovan, who takes over as chairman of Don Marketing, said 'John's broad experience will strengthen our management team, which is currently working on several UK and international projects. These include a creative assignment for Coca Cola's Atlanta HQ, and the development of new promotional concepts with NBC television, also in the States.'

Chambers set up ABM's sales promotion department three years ago, since when he has been responsible for some of Britain's largest ever promotions, in particular for British Rail and Guinness. ABM has led the field in showing other top agencies how to co-ordinate above and below-the-line work and has produced some highly successful campaigns.

Last summer's Great Guinness Challenge, recently nominated for an ISP award, was developed by Don Marketing and was co-ordinated by Chambers at ABM. This promotion is believed to have

increased sales of draught Guinness by up to 30 per cent in the 22,000 participating pubs and clubs. The current 'Pint Size Guinness Book of Records' promotion was the result of a similar successful link-up.

Having started his career with Nestlé, Chambers has spent almost twenty years in advertising, marketing and sales promotion and for three years prior to joining ABM he was advertising and promotions services manager of RHM. He will continue his work on the management committee of the ISP, and on the sales promotion sub-committee of CAP. 'Both committees encourage the highest professional standards in our business — and that has to be worthwhile,' he says. □

Denim on the grid

Denim aftershave, from Elida Gibbs, is to step up its Grand Prix involvement in the coming season.

The 'winning man's' aftershave will join forces with the winning TAG Williams Team and drivers world champion Keke Rosberg of

Finland and Jacques Laffite of France.

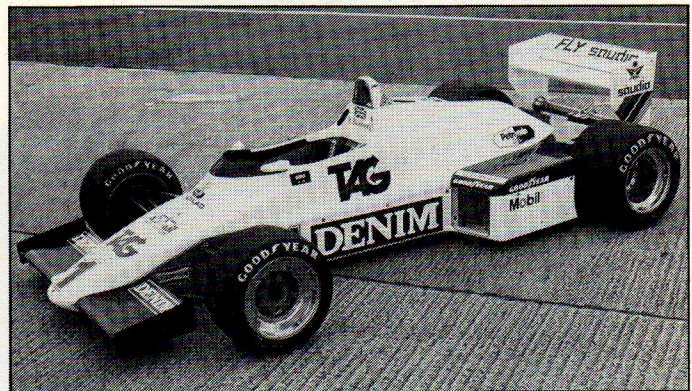
The team's new Williams FW08C raced in Denim livery for the first time at Rio de Janeiro on March 13 and will compete in the rest of the busy 17-race schedule throughout the world.

While Denim has been involved in Grand Prix racing for the past three years through its Italian company, the announcement marks its major international entry into the sport.

Jill Winter, marketing manager of Elida Gibbs says, 'Grand prix racing is a sport demanding exceptional levels of self-confidence, skill and courage. It fits perfectly into our image of the Denim man, who is a competitor and a winner who enjoys, and deserves a sophisticated, exciting and international life style.'

Denim chose Williams because 'The team is clearly a winner and will provide the right image association'.

Plans to support the campaign with consumer and trade competitions, on track hospitality and point of sale material are already advanced. □



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