

DMB&B: Canary Wharf move is planned for autumn this year

IMP unveils its strategy for Europe

Anne-Marie Crawford reports on DMB&B's blueprint for growing IMP in Europe

Just as problems in ailing companies rarely solve themselves, changes at successful companies always happen for a reason. So what will the recent IMP moves really mean for clients?

John Farrell becomes president of IMP Europe and DMB&B Direct Europe, with responsibility for both the London operations as well.

Lance Smith, previously joint chief executive with Farrell of IMP, is now chief operating officer of the DMB&B Group.

IMP managing director Chris Satterthwaite becomes sole chief executive of IMP London.

Is IMP seeking to follow Cato Johnson and Wunderman in shaping a more cohesive below-the-line offering? Farrell dismisses this out of hand.

"The linking idea is old hat. IMP has been into integrated campaigns for some time." However, he did not rule out the notion of a direct marketing/sales promotion

merger in Europe in the future.

Farrell's mission is to "maximise return on the total below-the-line operation in Europe". Referral from DMB&B above-the-line will be part of that, but: "Another element will be building a strong below-the-line network throughout Europe."

Officially Smith's role involves "bringing the group's communications resources to bear on clients' businesses". Sources suggest this will mean co-ordinating above and below-the-line activity for DMB&B UK at Canary Wharf – more about bringing disciplines together than shaking up existing structures.

However, DMB&B's joint chairman and chief executives, Tony Douglas and Graham Hinton will not report to Smith on advertising.

Unlike Farrell, Smith will no longer be directly responsible for IMP London, although he retains directorial responsibility for key clients such as Kodak and Texaco. Like Farrell, he reports to George Simko, president of DMB&B Europe.

Bob Bayley, chief executive of the Option One Group says: "I don't think it's a coincidence that these changes come at the same time as the move to Canary Wharf.

"John has always believed in direct promotions, but I think it unlikely that very pure direct marketing groups are to be blended with very pure sales promotion groups – they just need to talk the same language."

National lottery takes its chances

Is a national lottery necessarily a good thing? Or is it too early in the game to predict a result?

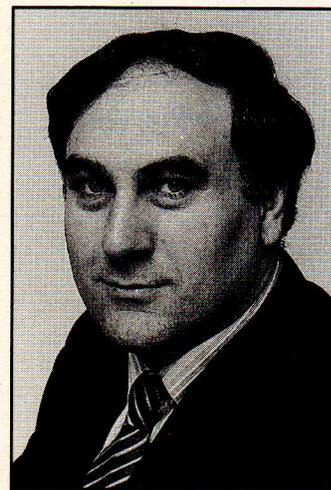
A national lottery looks set to make a reappearance in the UK by 1994, after an absence of 166 years. We find out what the experts think.

John Donovan

Managing director, Don Marketing

"Compare this country with California, which is about the same size as Britain, and it gives some indication of the likely effects of a national lottery here. California has had a state lottery for about ten years and there are now more promotional games running than ever before. Another development has been the move by television networks into promotional activity.

"A National Lottery Board would decide who will have the franchise. The Pools Promoters Association must be very much hoping that they'll be asked to run the national lottery. I think



Donovan: who gets the franchise?

that's fairly likely – after all they have the existing organisation and public confidence. But lots of US companies that supply electronic equipment in Europe for lotto-style cards have been lobbying as well."

Philip Circus

Legal adviser to the ISP

"The introduction of a national lottery should not raise any legal problems, provided the necessary legislation is passed. But it does pose some interesting questions for sales promotion, such as what will happen to games of chance? A national lottery would give people like the ISP the opportunity to decide whether any legislation should roam a little further and actually legalise lotteries within sales promotion. I expect the lottery would be set up by the state and run by a privatised outlet."

Richard Faulkner

Spokesman for the Pools Promoters Association (PPA)

"For the PPA a lot depends on what form the proposed lottery takes and the government White Paper does not specify that.

"If it were a continental-style lotto game, with a televised weekly draw and if existing restrictions on the pools were maintained - ie. no television advertising, no carry forward of jackpots etc – then it would decline to a quarter of its size. The White Paper on the lottery raises more questions than it answers."

Roger Hyslop

Group managing director, Triangle Group

"A national lottery won't be of riveting significance to the sales promotion industry. It won't drastically affect other forms of promotions. In fact, I can see some fmcg companies running promotions which give away lottery tickets. But the legality of that would have to be checked, as the problem might be that the ultimate final reward could be deemed to be indeterminate. In that case, each ticket will probably have a value like trading stamps."