

ScotCo promotes with talking tins

Scottish Courage is running its first range promotion to utilise the talking can technology it used on its John Smith and Miller brands.

The off-trade campaign, from this month, focuses on the World Cup and offers trips to Brazil to see the probable winners play next season.

Running across McEwan's Lager and Export, Newcastle Brown and John Smith's, the campaign offers Brazilian prizes. Twenty thousand winning cans shout "Goal" in the style of a Brazilian commentator and offer £10, a Brazil video, or a seventies Brazilian football shirt.

Winners are entered into a draw for eleven trips to see Brazil play in the Summit promotion.

Stella encourages customers to voice their support

Stella Artois is inviting customers to let off steam in an on-trade campaign linking with post-modern thriller, *Scream 2*.

A collector card available with purchase gives customers the chance to earn limited edition merchandise and Have a Scream in LA. One stamp can be claimed by purchasing any drink over the bar, but double points are awarded with every purchase of Stella.

A telephone hotline invites customers to scream into the phone to enter a prize draw to win a holiday for two in LA. The Curtis Hoy promotion is running across 130 outlets to coincide with the UK launch.

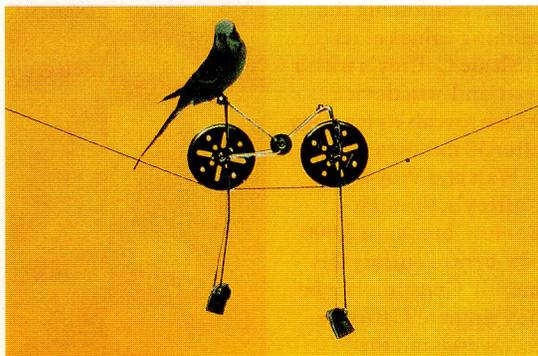
Masked *Scream* hit squads are visiting Allied Domecq Leisure's 20 largest venues distributing free tickets.

Cable & Wireless in £40m product push

Cable & Wireless has underlined its commitment to below the line activity with a £40m initial spend across its business and consumer units.

A national and regional press campaign, supported by radio ads, inserts and direct mail breaks this month through Grey Integrated. The company's consumer business was apportioned two thirds of the budget and a DRTV campaign is planned for later in the year.

The campaign marks a shift in strategy away from branding campaigns and towards specific products and services. "Now the time is right to



Cable & Wireless: changing track

communicate directly with our customer base.

This is why we are putting an up-weighted spend behind our direct marketing programme," said Roy Payne, head of corporate communications

at Cable & Wireless.

Black Cat has been appointed to the company's business unit following a three-way pitch.

The first wave of targeted mailings breaks this month.

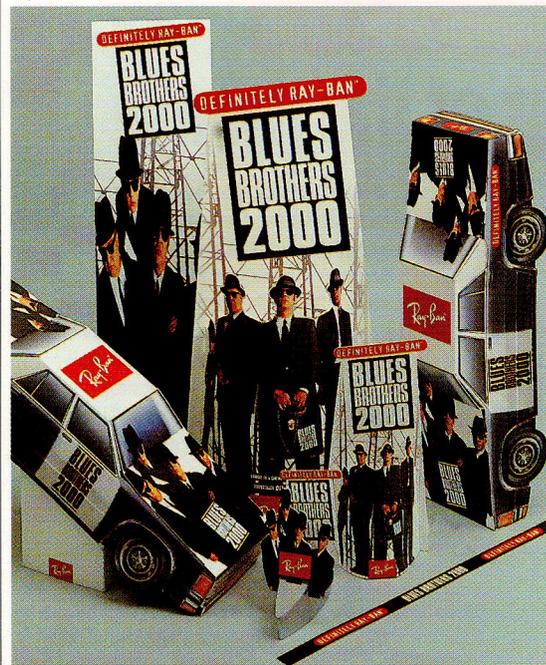
Mintel launches monitor service

The industry's most comprehensive SP monitoring service launches in the UK this month, through Mintel.

POS+, devised by IIS, Mintel's information network, provides a rolling list of promotional activity across fmcg brands, through fortnightly CD ROMs.

The product covers activity in Boots and six major multiples but may expand to include DM, white and brown goods and international promotions.

"POS+ provides agencies and manufacturers with the ability to track and evaluate trends in the industry with a view to planning new campaigns or reacting to competitors," said IIS product manager, Amanda White. (See news analysis, p20)



From a mission to blast alien scum to a mission from God: Bausch & Lomb is following last year's Men In Black/Ray-Ban tie-in with links to another pair who wear sunglasses in the dark. Blues Brothers 2000 is released on May 22 and Ray-Ban promotional cut-outs will be hitting opticians and department stores in 12 European countries. The POP campaign through Perspectives, which handled the MiB link, will roll out to South Africa and the Middle East following the film's release there.

Shell stands firm on Smart charges

Shell will defend itself against claims by its former promotional agency Don Marketing, that it came up with Shell's Smart consortium idea.

Don Marketing director, John Donovan, issued a writ against Shell on 9 April claiming multi-million pound damages.

Shell and Don Marketing have been discussing the allegations since Shell's AGM last year. Both parties have assembled evidence and interviewed witnesses in the interim.

The action relates to proposals Don Marketing claims to have put to Shell in 1989 for a "multibrand" loyalty scheme. The agency claims it went as far as

seeking out potential partners, including Tesco and Sainsbury's before Shell said it did not wish to proceed with the idea in 1990.

The action is the latest from Shell's former business partner. Don Marketing has sued the company three times in recent years over promotional ideas it claims to have presented to the company that were subsequently used. All of the actions have been settled out of court.

A Shell spokesperson said the writ would not inhibit the scheme's national roll out.

Don Marketing has posted details of the case on a website which it is publicising.