

## UK Motorists Play Shell Game

By Roseann Caffaro, managing editor

LONDON, England — Instead of cutting prices, Shell UK is filling tanks by offering motorists more than a million prizes in its Make Money game. If placed end-to-end, the 60 million gamepieces being distributed by some 2,000 participating Shell stations would stretch one-third of the way around the world.

This current promo is an updated version of a similar campaign run in 1966, which won a 30% sales increase for Shell. In both games, drivers receive sealed envelopes containing half a Make Money currency note (printed like a bank note). Prizes range from £10,000 to 50p. In 1966, top prize was £100.

One difference between the 1966 and 1984 Make Money games is that this time there will be an equal number of winning left- and right-hand half notes. In 1966, all the winning halves were right-handers. As consumers caught onto this, they lost interest when they received only left-hand halves.

Because this type of game had not been used for many years, gamepiece security guards had not been tested against today's sophisticated electronic gadgetry. So eight different security devices were built into the updated gamepiece, said supplier John Chambers, managing director, Don Marketing (Hornchurch, England). The firm has a US office in San Mateo, CA.

On average, seven prizes will be won per station each day in the Feb. 13-April 22 campaign. No purchase is required to claim a gamepiece, but there is a limit of one half-note per visit per day. Half-notes are only being issued to drivers of motor vehicles, including motorcycles.

### Prices Had Been Stable

Shell marketers embarked on this campaign because they saw 1984 as offering improved market prospects. "After many years of severe price-cutting, following two oil crises, the past year has been relatively stable as far as the majors are concerned," said Mike Beach, manager, retail advertising and advertising services.

"We see a continuing stability in the coming year, and there is clearly some growth in the market. There are an increasing number of cars on the road and people have more to spend," Beach added. To capitalize on these trends, Shell recently made a massive investment in the areas of refurbishing stations and converting them to self-service.

"We feel it's important to re-establish the Shell brand, following more than a decade in which we had not promoted it other than through price," Beach said. "After so long a gap, we felt that any promotion had to be really big. We looked at collectibles, but they weren't big enough in impact. Make Money is intrinsically ours and there is a lot of residual affection for it among the public," Beach claimed.

"In the end, we accepted the argument Don Marketing had been putting to us in favor of Make Money for as much as two-and-a-half years," Beach stated.

Shell hoped that its competitors would respond with their own campaigns rather than with price-cuts. But Esso and other firms did react by lowering prices. At press time, it was too soon to evaluate the success of the Make Money promotion against this tactic.

### Prevent See-Through

HOLDERS of matching halves for £10, £1 and 50p are paid instantly at the Shell station where they received the gamepieces. Among the eight security devices built into the gamepiece is a "fugitive" ink, which only Shell dealers know how to activate to check notes' validity.

Winners of £100, £1,000 and £10,000 need to send their matching halves to Don Marketing. A secret code built into the winning entries reveals the area of the country in which they were handed out.

In the 1984 game, envelopes can be opened only by tearing along perforated lines. Sophisticated printing techniques were used to prevent anyone seeing through the envelope.

## UK Shell Station Attendants Can Win Vouchers Good At Retail Stores

The inside front cover incorporates a special design with the Shell logo that prevents see-through. The reverse of the envelope is printed with opaque silver ink. Winners write their names, addresses, towns, postcodes, and vehicle registration numbers on the silver-inked area with ballpoint pens.

Complex printing arrangements were necessary to ensure the even distribution of winning tickets among all participating Shell stations. Don Marketing turned to the British printer Dobson and Crowther for this task.

Printing operations were carried out under tight security. The plates were held in the printer's local bank vaults. During the journey from the bank to the presses, the plates were constantly watched by Don Marketing director Don Redhead. As soon as the required number of winning halves had been printed, the plates were destroyed.

Gamepiece rules read, "Claims not accepted if either or both half-notes are defective, tampered with, misprinted, multi-printed, miscut, damaged or defaced, or not printed for use in this promotion. Liability for any defective, misprinted, multi-printed or miscut half-note will be limited to the issue of a fresh sealed promotional piece."

### Bonusbonds Awarded

Gamepieces were handed out at participating Shell stations beginning Feb. 13. P-O-P kits included posters, hose nozzle stickers, flags, change mats, staff badges and car stickers.

When station personnel award a minor prize in the game, they stamp the station's name on both half-notes. They then add their own

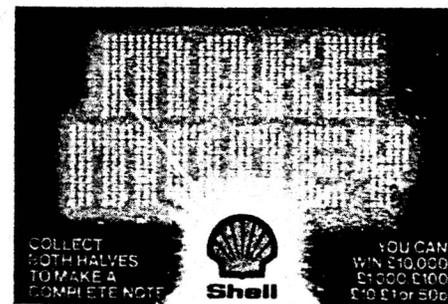
names and send the pieces to their regional offices.

Weekly drawings are held from this group of gamepieces. Winners receive Bonusbonds, vouchers exchangeable for merchandise at a large number of retail stores.

Advertising for the promotion was handled by Ogilvy & Mather. On Feb. 19, a national TV campaign featuring 10-second and 40-second spots began. It was calculated to reach more than 80% of motorists at least five times, on average. The campaign spanned the first three weeks of the promotion.

Full-page ads in national newspapers publicized the game in its first week. To catch motorists on the road, Shell launched a radio campaign that began in the promotion's third week. About 55% of motorists were expected to hear the commercial 15 times, on average, over a two-week period.

Additional press advertising was planned to publicize the major winners. Presentations will be held at the stations where the winning tickets were handed out. These events should attract local TV and press coverage. ■PIB



60 MILLION GAMEPIECES are being collected by motorists in Shell UK Ltd.'s Make Money campaign, offering cash prizes.

## 60 Million Gamepieces Worth \$ \$ Lure UK Motorists To Shell Stations