



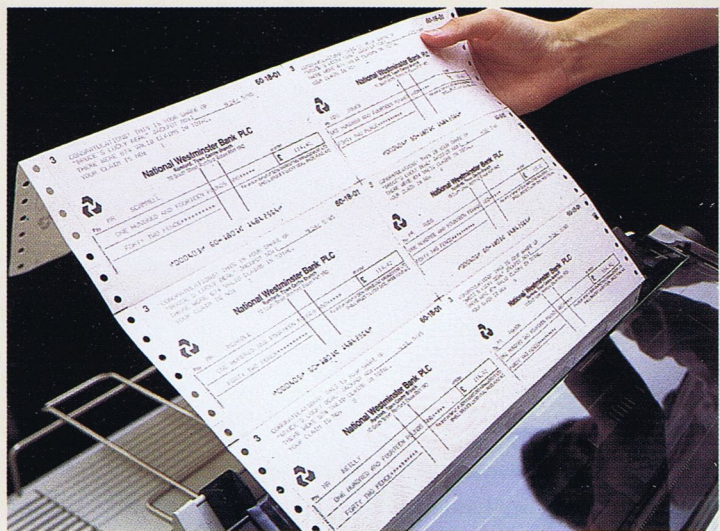
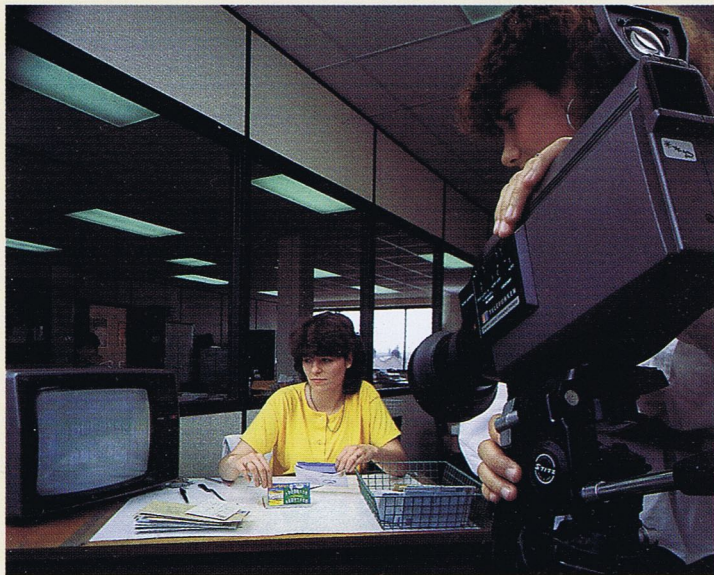
Meet The Specialists



Meet the team responsible for some of the most dramatically successful game promotions ever conducted — games like Shell Make Money in 1984. Our team combines unrivalled creative talent with the specialist knowledge, experience and expertise to create innovative games that are legal, exciting, compelling and totally secure.

With all this professionalism to hand, we are able to ensure that our clients avoid the numerous pitfalls that can endanger the reputation of the unwary promoter. Game insurance premiums are minimised by Don Marketing's "no claims" record. Day to day management of your promotions can be handled at our offices where security is absolute.

The Hi-Tech Service for Blue Chip Clients



We have originated, designed, planned and managed games and contests for hundreds of clients spanning the entire retailing spectrum. Blue Chip companies like Shell, Texaco, Conoco, Guinness, Schweppes, Whitbread, Scottish and Newcastle Breweries, Cinzano, Coca Cola, Fine Fare, Knorr/CPC Foods, Nabisco, Terry's, Fuji, Konica and many many more.

We offer everything from concept origination to prize fulfilment. And we use the latest video and computer technology at our Chelmsford offices to provide a secure and efficient service to complement the brand and the game. We also offer a full below-the-line agency service for the design and supply of eye catching point of sale display and support materials.

The Shell Success Story

ONE HALF 'MAKE MONEY' NOTE INSIDE

OVER 1 MILLION PRIZES TO BE WON

COLLECT BOTH HALVES TO MAKE A COMPLETE NOTE



YOU CAN WIN £10,000, £1,000, £100, £10, £1 or 50p

NO PURCHASE NECESSARY

OVER 3 MILLION CASH PRIZES



MASTERMIND



SIMPLY MATCH THE QUESTION AND ANSWER TO WIN.

CASH PRIZES OF £10,000, £500, £100, £5, £1 AND 50p.

ONE QUESTION OR ANSWER INSIDE

40,000 PRIZES TO BE WON EVERY DAY

VOID IF REMOVED A



Make Merry

£2½ MILLION PRIZES MUST BE WON

Rub off all 7 decorations.

3 identical symbols in any position on tree wins that prize.



Harrods

MINCE PIES XMAS PUDDING

WINE PACK GIFT PACK

Claim your prize instantly!

PLUS Rub off the gold panel. Collect all the letters of 'MAKE MERRY' and win a £100 Harrods Christmas Gift Box.

OR A **£10,000** Harrods Shopping Spree!

VOID IF REMOVED C

How to play **Bruce's Lucky Deal**

EVERY GAME CARD CAN WIN! OVER £4.5 million WORTH OF PRIZES TO BE WON



CAREFULLY REVEAL ANY 4 CARDS ONLY - FROM EACH HAND

IF THE 4 CARDS YOU REVEAL IN EACH HAND ARE THE SAME SUIT, YOU WIN ONE OF THESE EXCITING PRIZES -

ALL ♠ YOU WIN	£10,000	ALL ♥ YOU WIN	£100
---------------	---------	---------------	------

ALL ♦ OR ALL ♣ YOU WIN A £50 BONUS PRIZE

A PACK OF QUALITY PLAYING CARDS WHICH COULD CONTAIN

IF THE 4 CARDS YOU REVEAL IN EACH HAND ARE JACKS, QUEENS, KINGS, ACES IN ANY COMBINATION, POSITION OR SUITS -

YOU WIN A SHARE IN A **£100,000 JACKPOT**

NEW JACKPOT EVERY 2 WEEKS

BRUCE'S HAND

STARTING WITH BRUCE'S HAND CAREFULLY REVEAL ANY 4 CARDS ONLY - FROM EACH HAND

YOUR HAND

SEE OVER FOR INSTRUCTIONS & RULES

In February 1984 Shell set the UK petrol market alight with "Make Money" followed up by "Mastermind", "Make Merry" and, in the summer of 1985, "Bruce's Lucky Deal" — an exciting "Every Card Can Win" probability game.

These four spectacular games prove there is no substitute for bold marketing strategies combined with true creative

excellence, expert preparation and skilful execution. All four games blended excitement and playability with the style and image characterised by Shell's brand leadership. Naturally, Don Marketing were delighted to be the games company chosen by Shell for all four blockbusters. We have also supplied highly successful games to other Shell markets in Europe and in the Far East.

Games People Play . . .

Match the Experts

THE GAME TECHNIQUE WHICH ACHIEVED A 30% SALES INCREASE FOR GUINNESS!

An exciting skill game technique with a proven success record. A range of interesting and exciting themes are readily available including sport, pop music, films, TV programmes, celebrities, and many more. All offer unrivalled "playability" and many options for generating instant win prizes. They are ideal for "linked-to-purchase" or for "in-pack" promotions.

FUJI CHALLENGE
£10,000 MUST BE WON!
OFFER CLOSES 31st JULY 1986

Names: A B C D

See over for Instructions & Rules. Then rub off this panel to reveal Names

Rub off this panel to reveal Categories

The Great **GUINNESS Challenge**
 Match the experts
£50,000 to be won

Names: A B C D

See over for details then rub off this section to reveal Names

Rub here to reveal Subject & Categories

MCEWAN'S LAGER

Play **Let's go Racing** Win A fabulous weekend in Paris featuring the **PRIX DE L'ARC DE TRIOMPHE**. 100 'Club 1984' Badges covering 27 Race Meetings & 200 Double Day Tickets all for Gosforth Park.

HORSES: A B C

See over for details then rub off this section to reveal Names

Rub here to reveal Categories

Play the **Film Star Challenge**
 WIN A SHARE OF **£10,000**
 Plus other FABULOUS prizes (Full details over)

FILM STARS: A B C D

See over for Instructions & Rules. Then rub off this panel to reveal Film Stars.

Rub off this panel to reveal Categories

Carlsberg
 Windsurfers Game
 Probably the best lager in the world

DO NOT REMOVE

See over for Rules & How to Play

Perspective Games

Another popular skill game technique with many interesting and colourful themes to choose from. Competitors have to locate a series of hidden objects on a plan view by first studying the same objects shown in perspective.

Konica reported an incredible 84% sales increase as a direct result of their "Supershot Shareout" game.

CHAMPION SUPERCHARGED GAME
 THREE MG METRO TURBOS TO BE WON
 THOUSANDS OF OTHER PRIZES

FINISH

CHAMPION

RUB HERE TO REVEAL RACE TRACK

DO NOT REMOVE

See over for Rules & How to Play

MCEWAN'S LAGER GOLF CLASSIC

WIN A FREE PINT

SEE OVER FOR RULES AND HOW TO PLAY.

The **EMI DISNEY Jungle Book COMPETITION**

WIN A DISNEYLAND HOLIDAY FOR FOUR
 FLY British Airways TO LOS ANGELES

SEE OVER FOR DETAILS OF COMPETITION AND BIG OTHER EXCITING PRIZES!!!

DO NOT REMOVE

for Promotions that Pay

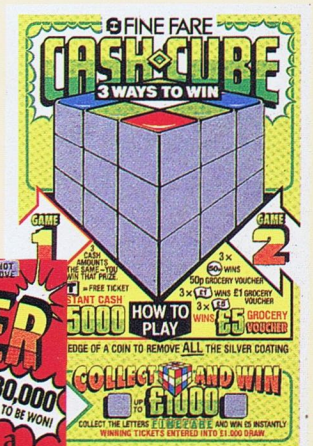
On Pack

Skill games and leaflet controlled games of chance are readily available for in or on-pack promotional activity. Examples of some of these colourful and exciting games are shown. They included the revolutionary Cinzano Instant Roulette instant win game piece, which actually formed part of the bottle label.



Traffic Builders

These are normally simple instant win games operated on a "no purchase necessary" basis. Techniques include scratch-off game cards, folded and sealed envelopes, probability games and computer printed "forecast" games, for example Freeline Football tickets — ready made entries on the football pools. Participants have no team selections to make, coupons to fill in, nor stake money or postage to pay — they simply check the match results at the weekend to see if they have "Scooped the Pools".



WHITBREAD		SCOOPE THE POOLS		£100,000	
COULD BE WON ON		FOOTBALL POOLS EVERY WEEK		Five Chances to Win	
Pts Value	Home Teams				
06	MIDLSBR	X	X	X	X
20	SHEFDY	X	X	X	X
23	BRIS RV	X	X	X	X
30	PLYMTH	X	X	X	X
36	HALIFAX	X	X	X	X
42	PTRBORO	X	X	X	X
49	RANGERS	X	X	X	X
03	LEEDS	X			
15	CRYSTL P	X			
28	LINCOLN		X		
35	BNMOUTH			X	
53	HEARTS				X
TOTAL BOXES					



Leading the World in Promotional Games



Don Marketing have established an unequalled track record for creating genuinely new and successful games — probably more than all of our competitors combined. Patents are granted or pending for an unprecedented variety of games in all important World markets. As DON offer unrivalled expertise, experience and creative flair why take unnecessary chances? Choose the undisputed World Leaders!



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DON
MARKETING

*Leading the World
in
Promotional Games*

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DON MARKETING

HIGH TECH SERVICE FOR BLUE CHIP CLIENTS

Don Marketing have originated, designed, planned and managed promotional games for clients spanning the entire retailing spectrum. Many of our games have been developed in close association with a clients advertising or promotional agency – in fact we are always delighted to work as part of a team to achieve optimum results. We offer everything from concept origination to prize fulfilment, using the latest video and computer technology to provide a secure and efficient service to compliment the brand and the game.

OVER 3 MILLION CASH PRIZES

MASTERMIND

ANSWER INSIDE

SIMPLY MATCH THE QUESTION AND ANSWER TO WIN.

CASH PRIZES OF £10,000 £5,000 £1,000 £500 £1 AND 50p

40,000 PRIZES TO BE WON EVERY DAY

ONE HALF MAKE MONEY NOTE INSIDE

OVER 1 BILLION PRIZES TO BE WON

COLLECT BOTH HALVES TO MAKE A COMPLETE NOTE

Shell

YOU CAN WIN £10,000 £1,000 £500 £10, £1 or 50p

BEND AND TEAR OFF

NO PURCHASE NECESSARY

How to play **Bruce's Lucky Deal**

CAREFULLY REVEAL ANY 4 CARDS ONLY FROM EACH HAND

WHILE EACH CARD IS REVEALED, EITHER
BETTER PICTURE CARD (KING, QUEEN, JACK & KING) OR BEST SUIT (HEARTS OR SPADES)
WINS A £15,000 JACKPOT

IF ALL 8 CARDS YOU REVEAL 4 IN EACH HAND ARE THE SAME SUIT, YOU WIN

ALL £10,000 ALL £1,000

£50 BONUS PRIZE

EVERY GAME CARD CAN WIN! OVER 100,000 WORTH OF PRIZES TO BE WON!

BRUCE'S HAND

STARTING WITH BRUCE'S HAND CAREFULLY REVEAL 4 CARDS FROM

YOUR HAND

Shell

Select WIN A COLOUR T.V.

HOW TO PLAY: MATCH THE SYMBOLS & REVEAL THE PRIZE

Select	Select	Select
Select	Select	Select
Select	Select	Select

3x Aqua Valet = AN ECONOMY CAR WASH

3x Burger King = 3 THICK BREAD BEEF BURGER

3x Pepsi = FASTE BUBBLES DRINKS

3x Coca-Cola = 6 300ML CANS COCA-COLA

3x Mars = A STANDARD MARS BAR

3x Shell = FREE ENTRY FOR T.V. DRAW

Shell

Shell **Make Merry** Harrods

£2½ MILLION PRIZES MUST BE WON

Rub off all 7 decorations.

3 identical symbols in any position on tree wins that prize.

PLUS Rub off the gold paper Golden Balls at the bottom of MAKE MERRY and wins £100 Harrods Christmas Gift Boxes

OR £10,000

Shell

Shell are one of a number of 'blue chip' clients who have regularly chosen to use our services. In fact, Don have supplied Shell UK with *all* of their major promotional games in the last decade, including the legendary "Make Money" game – one of 8 promotions for the Shell brand internationally. Why not rely on Shell's choice of a games specialist – as they say, "You can be sure of Shell!"

SPECIAL BITTER ? Play the ? **TRIVIA QUIZ** ? ? ? ? ? **WIN A FREE PINT!**

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

VOICER	
JOHN TESHNER	
DAVE	
TRAFFIC LIGHTS	
BILLY SHANK	
WHITELINES	
TED ALDRIDGE	
A. W. WHEELER	

SPECIAL BITTER ? Play the ? **TRIVIA QUIZ** ? ? ? ? ? **WIN A FREE PINT!**

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

24. SINGER	1957
25. BBA	1958
26. DUFFED	1959
27. ANK ORBLE	1960
28. DEN OIS	1961
29. LONDON	1962
30. EYE KELLY	1963
31. BREWERY	1964

LAMOT PILLS 50 PHILIPS Compact Disc Stereo Systems to be Won

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

MC DONALD'S MARKER SIDLEY

POP TRIVIA QUIZ WIN A FREE 1/2 PINT

DRACHEN STEVENS LARRY

20 PHILIPS COMPACT VIDEO CAMCORDER OUTFITS TO BE WON SEE OVER

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL POP QUESTIONS

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL POP QUESTIONS

Trivia Quiz 87 20 PHILIPS COMPACT VIDEO CAMCORDER OUTFITS TO BE WON SEE OVER

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

MONSIEUCLE	PERSIAN
TYRONE POWER	1 PER CENT
GEORGE J.	CALIFORNIA
CHARLES I.	HENRY II.
JASWINE	FRANKY
EDDIE ARNOLD	COLUMBIAN
KARL MALDEN	BIGDIE
DONALD SERRANO	MELTAN
3. 25	
4. 7	

SPECIAL BITTER MATCH THE **SPINNING WHEEL** WIN A FREE PINT

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

TONY SUGGER	GARY WALSH
ALAN KNIGHT	PILL PARKED
BOB POLZER	MARTIN MOORE
PETER SUGGER	RAY CLEMENTE

Trivia Quiz WIN A PINT!

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

AMERICA	BULL POINT PEN
BERRY GARDNER	
JAMES HUNT	
PAUL SIMON	
FLEED DRINKS	
LARRY CLIFF	
DEUKENS	
3314	

CARLING **GRAPADA** **PRIZE QUOTATIONS** WIN A \$4,000 HOLIDAY (See over for details) **QUOTATION**

HOW TO PLAY: Remove the QUOTATION panel, then select and remove one letter panel to bring the correct quote of the drink revealed. A correct quote reveals 50% of an instant choice LAGER. If you have revealed 80%, you win!

RONALD REAGAN	MICHAEL JACKSON
ELTON JOHN	LITERACE

LAMOT PILLS SEEK OUT THE DRAUGHT LAGER OF LAMOT WIN A FREE 1/2 PINT

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL CLUE

A	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y
Z				

CLUE LETTERS

WIN A FREE PINT **STONES YORKSHIRE** TREASURE HUNT

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL CLUES

STONES BEST BITTER

SEE OVER FOR INSTRUCTIONS AND RULES THEN REMOVE THIS PANEL TO REVEAL CLUES

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

CHARRINGTON IPA LONDON QUIZ WIN A FREE PINT!

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL QUESTIONS

DISTRICT LINE	1981
JURILEE LINE	1982
PETTY FRANCE	1983
1984	
1985	
1986	
1987	
1988	
1989	
1990	
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1992	
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2017	
2018	
2019	
2020	
2021	
2022	
2023	
2024	
2025	

CARLING **Black Label LAGER** WIN A FREE PINT **SPORTS QUIZ**

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL SPORTS QUESTIONS

SUNSHEN PARK
DEARDO PARK
SPURS
ORIENT
LLOYD HONEYMAN
THREE POINTS
TWO POINTS
FIVE TISON

SPRINGFIELD BITTER SEE THINGS IN A DIFFERENT LIGHT

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL CLUES

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

DO NOT REMOVE

T.V. CELEBRITY TRIVIA GAME TENNIS'S EXTRA WIN A FREE PINT

SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL TRIVIA QUESTIONS

[Portrait]	[Portrait]	[Portrait]	[Portrait]
[Portrait]	[Portrait]	[Portrait]	[Portrait]

M&B **PRIZE QUOTATIONS** WIN A FREE PINT

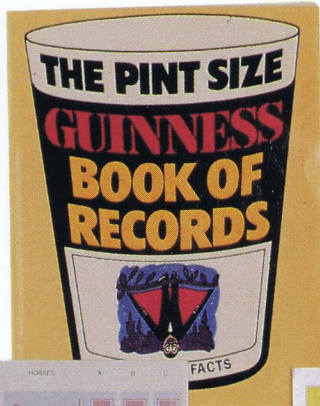
SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN REMOVE THIS PANEL TO REVEAL QUOTATIONS

JOE NORMLEY	PAUL WEST
BOB WILSON	IAN STEWART
JEAN COLLINS	REX MORGAN
JOHN MASON	IAN MCGHEE
OSCAR WILDE	ALAN PARKY
ARTHUR SCHWARZ	ROSEMARY BENT

DON MARKETING

ON - TRADE GAMES

Don Marketing have probably supplied more on-trade promotional games than all of our competitors combined. The game cards displayed on these pages indicate the variety of proprietary game techniques available to brewery clients. Some have boosted sales of promoted brands by as much as 30%.



Games can be provided in brand support kits, as shown, which contain everything needed to mount a successful promotion, including licensee instructions.

We have developed controls to eliminate any possibility of prize over-redemption for "Win a Free Pint" games, so all of the benefits of an instant win game can be safely enjoyed. These benefits can include generating increased sales, stimulating trial purchase, promoting brand awareness and building brand loyalty. They also encourage conversation and conviviality. It is for these reasons that games are the most successful marketing tool for on-trade promotions.

PLAY YOUR CARDS RIGHT

WITH **DIAMOND BITTER**

EVERYONE'S A WINNER!

HOW TO PLAY: Using the edge of a coin, gently rub off the silver panels. Depending on what sort of hand is revealed, you will win at least a free half-pint of Diamond Bitter. Just present your ticket at the bar and you'll be served with the appropriate order free of charge.



OF 30 RANDOMLY DRAWN PLAYERS, EACH VISIT TO A PUB OR RESTAURANT.

ABBOT ALE

WIN A DRINK ON **Eric**

ABBOT ALE DARTS & FLIGHTS TO BE WON INSTANTLY

HOW TO PLAY: Rub off one of 30 randomly drawn play-off tickets to reveal a name. Check you've won the Prize Details.

McEWAN'S LAGER

Win 30c OFF

plus

McEWAN'S LAGER

every 3rd bottle

revoval Race Details

TUBORG TV CHALLENGE

MATCH THE EXPERTS

WIN A FREE PINT OF TUBORG PILSENER LAGER!

TV Programmes

	A	B
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

The RICARD Game

YOUR CHANCE TO WIN A WEEKEND IN FRANCE*

OR ONE OF THE MANY OTHER FABULOUS PRIZES ON OFFER.

All you have to do is carefully scratch off the top silver panel to reveal an answer. Under the circumstances, must the '20' and neither 'zero' be admitted.

Should you be able to spell the word 'RICARD' using each of the letters in order, you have won one of the best holiday weekends in France!

If you missed these offers, the same is still available in the question you have won the corresponding prize as listed below:

- 000 = Golf Umbrella
- 00 = A Bag of 12 grapes
- 000 = Lighter
- 000 = A Ricard

Full details in the holiday poster at the bottom of the poster.

See over for full rules and how to play.

RICARD
France's Top Selling Spirit

PLAYERS

See over for details then rub off this section to reveal!

£100 MUST BE WON IN THIS PUB

CRICKETERS

See over for details then rub off this section to reveal!

SCHWEPPEING ANY THING ELSE JUST ISN'T CRICKET.

WINE & BARRIES TRIVIA TRAIL

WIN A FREE PINT

PLUS ENTRY FOR MAIN PRIZE DRAWER - A TRIP FOR TWO TO SCOTLAND AND RETURN FLIGHT BY SUPERSONIC CONCORDE

WHAT WOULD YOU DO?

1. FILL THE PITCH

2. REJECT

3. FLY BEAR

4. SEE OVER FOR PLAY INSTRUCTIONS & RULES THEN START HERE

5. TELL

6. USE

7. WRITE

8. WIN

9. REJECT

10. TELLER CLERK

McEWAN'S LAGER GOLF CLASSIC

WIN A FREE PINT

SEE OVER FOR RULES AND HOW TO PLAY.

50 SUPER WEEKEND BREAKS TO BE WON

See over for Play

WHAT WOULD YOU DO?

A

B

C

A

B

C

A

B

C

BIG 3 WHEEL OF FORTUNE

McEwan's Lager

Carlsberg Windsurfers Game

Produce the best flags in the world

WHITBREAD SCOOP THE POOLS £100,000

1

2

3

4

5

6

7

8

9

10

11

06 MIDSBR XXXXXX

10 W B A XXXXXX

20 SHEWDY XXXXXX

29 BBS BV XXXXXX

42 PIRBRO XXXXXX

45 ABERDN XXXXXX

51 DNERMLN XXXXXX

03 LEEDS X

15 GRYSTIP X

23 LINCOLN X

35 BNMOUTH X

53 HEARTS X

20-03-82 7C0004927

BULLS-EYE

25,000 PINTS TO BE WON

PLUS - The chance to WIN... £1,000 IN CASH!

WITH 1,200 CONSOLATION PRIZES OF 5 PINTS OF HOME BITTER OR MILD

HOME ALES - We give you more.

Gently rub off above panel to reveal last board with 3 darts played. Then slide to 'Track & Return' cover to see if you have won.

DON MARKETING

ON PACK GAMES



A range of scratch off games are available for in or on pack promotional activity. Examples of some of these colourful and exciting games are shown.



They include the revolutionary Cinzano Instant Roulette game piece which actually formed part of the bottle label, and our Space Invaders game for Shredded Wheat, which achieved a record breaking level of participation.

FUJI CHALLENGE
£10,000 MUST BE WON!

OFFER CLOSES 31st JULY 1995

See over for Instructions & Rules. Then rub off this panel to reveal Categories.

The EMI Jungle Book COMPETITION

WIN A DISNEYLAND HOLIDAY FOR FOUR
Fly British Airways to LOS ANGELES

SEE OVER FOR DETAILS AND 250 OTHER EXCITING PRIZES!!!

A	B	C	D
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52

RAINBOW Instant Milk

RAINBOW INSTANT MILK

How to play: Using the image of a film, quickly match the 16 colour symbols. 3 matching pairs reveal a mystery prize. 1 matching pair reveals an entry ticket for the prize.

Win a share of £10,000

FUJI FILM CELEBRITY CHALLENGE

WIN A SHARE OF £30,000

See over for Instructions & Rules. Then rub off this panel to reveal Categories.

A	B
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50
51	52

sakura Super Shot Share-Out

Win a share of £25,000 Plus the chance to win one of these Fabulous Prizes: **AUSTIN MAESTRO 10 AUTO FOCUS CAMERAS** & **1,000 SAKURA COOLER BAGS**

HAPPY SNAPS

WIN ONE OF 5 FIRST PRIZES OF A £50 GROCERY VOUCHER EVERY WEEK FOR A YEAR. 500 RUNNER-UP PRIZES OF A £50 GROCERY VOUCHER.

Osram The £20,000 LIGHTING THE WAY Challenge

Play the **TERZ'S Christmas Box Game** AND WIN A SHARE OF £25,000

Plus the chance to win a FIRST PRIZE OF £1,000

See over for Instructions & Rules. Then rub off this panel to reveal Film Stars.

A	B
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50
51	52

Konica Dioxon Film Star Challenge

WIN A PORTABLE VIDEO OUTPUT

See over for Instructions & Rules. Then rub off this panel to reveal Film Stars.

A	B
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50
51	52

GAME CALD & DETAILS INSIDE

PLAY THE **Celebrity Challenge** THE ASSOCIATED **Coca-Cola**

and win a superb 9ct GOLD PENDANT & CHAIN

350 to be won

See over for Instructions & Rules. Then rub off this panel to reveal Categories.

Play the **Film Star Challenge** WIN A SHARE OF £10,000 Plus other FABULOUS prizes (full details over)

Argos

See over for Instructions & Rules. Then rub off this panel to reveal Film Stars.

A	B
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50
51	52

Camos Play the Instant Win Game

£250,000 in prizes can be won

1st PRIZE A 2 week Hawaiian Island adventure holiday for 2 people, experiencing the exotic delights of Waikiki, Maui and Kauai. Plus £500 spending money.

2nd PRIZE 10 prizes of a £250 wardrobe of clothes to be spent in any store of your choice.

PLUS A free pair of Shades/Tights or Stockings for every correct entry game card received.

HOW TO PLAY: How can we turn a random view of a tropical beach into a correct representation of the locations of 8 sunbathers. Look at the same section of beach below as viewed from directly above but considered by 8 sunbathers. Using your skill and judgement, uncover only the 8 sunbathers you consider could be the correct locations of the 8 sunbathers. Each entry will be checked to determine major prize winners. You must check off the 8 sunbathers appearing in the 8 sunbather symbols. Mark the correct sunbather in the 8 sunbather marks the card's value. Take into account the effect of the perspective view and the Clonus Argos.



If you have correctly located the 8 sunbathers, complete the following sentence in not more than 10 words in 30 sec and register with Clonus Argos. You will be sent a free pair of Shades worth 28 Days. Winning cards will then enter for the draw for the major prizes for the month.

HOW TO CLAIM: From your home address in the name of this card and together with a D.C.E. form - The Clonus Game, P.O. Box 102, Northampton, NN2 1NG. A voucher for the free pair of Shades worth 28 Days. Winning cards will then enter for the draw for the major prizes for the month.

Prizes: The major prize can be claimed in cash or in kind. It is a 2 week Hawaiian Island adventure holiday for 2 people, experiencing the exotic delights of Waikiki, Maui and Kauai. Plus £500 spending money. The 2nd prize is 10 prizes of a £250 wardrobe of clothes to be spent in any store of your choice. Plus a free pair of Shades/Tights or Stockings for every correct entry game card received.

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NOTE: If you have purchased these rights or markings after this closing date for the major prize game you may not play to get a voucher for the Shades/Tights or Stockings by August. © DCM MARKETING 1995

Snap up a prize!

FIRST PRIZE: £10,000 CASH!

2nd Prize £2,500 CASH! Plus 2,000 runner-up prizes of Polaroid sunglasses and 1,000 consolation prizes of packs of Polaroid Type 600 film.

3rd Prize £1,000 CASH!

Remove no more than 10 squares.

See over for Entry Form.

Our range of traffic builders include scratch-off game cards, folded and sealed envelopes, probability games and computer printed "forecast" games. These games can be hugely successful because the fun and excitement they generate creates a very high level of participation.

OVER 3 MILLION CASH PRIZES



MASTERMIND

THE QUESTION AND ANSWER INSIDE

SIMPLY MATCH THE QUESTION AND ANSWER TO WIN

CASH PRIZES

£5 TO £1,000

40,000 PRIZES TO BE WON EVERY YEAR

JET CASH 

Win **£1,000** Instantly!

Collect - Win FURTHER PRIZES of up to **£500** to be WON!

JET JET JET
JET JET JET
JET JET JET

DATE OF BIRTH CODE: 17/12/33

TEXACO 

SOCCER POOLS

FREE PREPARED TICKETS FOR FIRST THREE WEEKS OF EACH LEAGUE

ANY LINE COULD WIN UP TO £750.00

HOME TEAM:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
AWAY TEAM:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

SCORE DRAW: 1-0, 2-0, 2-1, 2-2, 3-0, 3-1, 3-2, 3-3, 4-0, 4-1, 4-2, 4-3, 4-4, 5-0, 5-1, 5-2, 5-3, 5-4, 5-5, 6-0, 6-1, 6-2, 6-3, 6-4, 6-5, 6-6, 7-0, 7-1, 7-2, 7-3, 7-4, 7-5, 7-6, 7-7, 8-0, 8-1, 8-2, 8-3, 8-4, 8-5, 8-6, 8-7, 8-8, 9-0, 9-1, 9-2, 9-3, 9-4, 9-5, 9-6, 9-7, 9-8, 9-9, 10-0, 10-1, 10-2, 10-3, 10-4, 10-5, 10-6, 10-7, 10-8, 10-9, 10-10


FINAL SCORE: 1-0, 2-0, 2-1, 2-2, 3-0, 3-1, 3-2, 3-3, 4-0, 4-1, 4-2, 4-3, 4-4, 5-0, 5-1, 5-2, 5-3, 5-4, 5-5, 6-0, 6-1, 6-2, 6-3, 6-4, 6-5, 6-6, 7-0, 7-1, 7-2, 7-3, 7-4, 7-5, 7-6, 7-7, 8-0, 8-1, 8-2, 8-3, 8-4, 8-5, 8-6, 8-7, 8-8, 9-0, 9-1, 9-2, 9-3, 9-4, 9-5, 9-6, 9-7, 9-8, 9-9, 10-0, 10-1, 10-2, 10-3, 10-4, 10-5, 10-6, 10-7, 10-8, 10-9, 10-10

ONE HALF MAKE MONEY NOTE INSIDE

OVER 1 MILLION PRIZES TO BE WON

COLLECT SHELL COIN TO REDEEM PRIZES

YOU CAN WIN £10,000

Shell 

BUY SHELL COINS FROM SHELL SERVICE STATIONS

FREELINE FOOTBALL

13 APRIL 1987

Points: 1 for a home win, 2 for an away win or postponed match, 3 for a draw.

Now Spin Bruce's Lucky Deal!

EVERY GAME CARD CAN WIN!

WORTH UP TO PRIZES OF UP TO £15,000

Shell 

STARTING WITH BRUCE'S HAND

YOUR HAND

Shell Make Merry

£2 MILLION PRIZES MUST BE WON

Harrods 

Plus off the goldmine. Collect all the letters of MAKE MERRY and win a £500 Harrods Christmas Gift Set.

OR **£10,000**

Shell 

OFFINE FARE CASH GIBE

3 WAYS TO WIN

HOW TO PLAY

COLLECT AND WIN

GOLDDIGGER PRIZE GAME

3 WAYS TO WIN

Instant Prizes!

Win a Christmas Shopping Bonus!

Win a Holiday for two in the Canary Isles!

Shell 

Select WIN A COLOUR T.V.

Shell 

3x  **Toshiba** AN ECONOMY CAN SAVE

3x  **Philips** AT LAST! BUDGET RESTRAINTS

3x  **Mats** HAVE BRILLIANT CHIPS

3x  **Coca-Cola** A 500ml CAN

3x  **Mars** FREE ENTRY FOR T.V. DONORS

GRANADA CLUB CASH

INSTANT WINS up to **£1,000**

Shell 

Plus HUNDREDS of £1s to WIN

Collect 4 letters symbols to spell CASH - win £1

TOP CASH

Win up to **£1,000** Instantly

Collect - Win A further Prize of up to **£500** to be won. See how!

Choose the World Leaders!