

## Agencies predict growth

Over 80% of US sales promotion agencies expect billings for 1992 to exceed those of the previous year.

The poll, taken among members of the CSPA, also found that two out of three agencies had already recorded increased billings for the first quarter of 1992, over those for the same period in 1991.

Around 80% of respondents also said they were involved in new areas of service, including database marketing and strategic planning.

"The survey is a positive indicator of the growing influence sales promotion agencies are exerting on

how clients spend their marketing dollars. It also suggests that we are finally leaving the recession behind," comments CSPA president, Jeffrey McEnlea.

## Budweiser promotion loses its head

Anheuser-Busch looks set to lose millions over a defective summer promotion for Budweiser beer.

The campaign, called 'Bud Summer Games', offered consumers game tickets with prizes including jet skis and commemorative badges. However, a printing error resulted in twice as many winning tickets produced as A-B had originally intended.

A precondition of the pro-

motion states that in the event of a production error, prizes could be awarded on a random draw from all verified tickets. The defective tickets in the Bud promotion were without an official verification mark.

But Anheuser-Busch have decided to award prizes to all holders of verified tickets, and an equal number of prizes to holders of defective tickets. This has required the company to purchase another 500 jet skis and 250,000 extra lapel pins, as well as paying for press ads in ten national publications, including Time and USA Today, explaining about the error.

## Thomson Leeds Buyout from O&M

US sales promotion agency Thomson Leeds has bought itself out of Ogilvy & Mather, four years after O&M first acquired the company.

## CNN launches game card promotion

Cable News Network is to shake off its conservative image with a game card promotion around its nightly sports round-up.

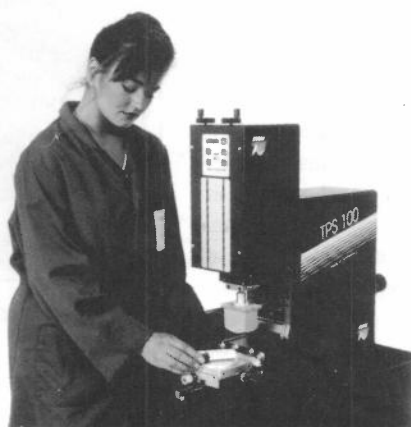
CNN Scorecard sees game pieces distributed in Sears stores and other electronic retailers. Numbers on the cards must be matched against those announced in ad breaks through the programme.

New technology has been employed to print two winning numbers on most cards produced. Competitors need to match three winning numbers to qualify for the prize of an adventure vacation package.

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