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THAT'S THE NON-STOP EXPRESS

The Ty-phoo tycoons lose their pot of gold

EXPRESS EXCLUSIVE

By GRAEME BOWD

HUNDREDS of would-be winners of a Ty-phoo tea contest are to be told that they will not get their cash prizes.

Cadbury Typhoo, who staged the Cash Pot competition to boost sales, is unable to pay out because of a row with its insurers.

But the row will mean some "winners" will themselves lose thousands of pounds.

The Daily Express revealed last month that the contest had become a disaster for the company after some entrants clubbed together to devise a system which guarantees a £20 win on almost every box of tea bags bought.

Skill

Syndicates operating in London, Scotland and Merseyside have scoured supermarkets buying up tea bags by the ton. One London group stood to make £100,000.

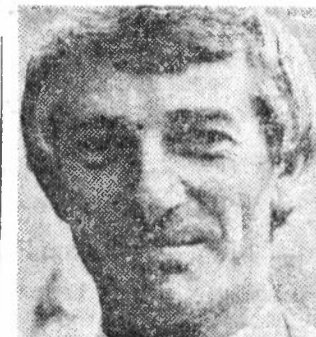
Cadbury Typhoo was advised to reject some claims on the grounds that syndicate contestants had broken the rules by not using their "skill and judgment" to find the six hidden tea cups on a scratch card. The firm wanted to pay, but its insurers said No.

Among those refused payment are employees of a building firm at Auchterarder, Tayside.

EGG HUNT DIGS UP HISTORY

TREASURE hunters caused "incalculable" damage to important historical sites in their rush to dig up a "golden egg" in a competition.

The contest was scrapped by chocolate egg makers Cadbury-Schweppes after complaints from Environment Secretary Patrick Jenkin. But in its annual report, the Ancient Monuments Board says the cancellation came too late to prevent damage to 19 sites, mostly prehistoric stone circles in Cornwall.



Stuart Bulger: Outstanding

Sweeny hero
jammed his
finger in
robber's gun

FLYING Squad detectives who foiled a £25,000 armed robbery were praised for their "outstanding bravery" by an Old Bailey judge yesterday.

It will just like an episode of TV's The Sweeney as three dangerous men pulled off a security van raid right under the noses of watchin' police.

And when the getaway car was rammed after the robbery, in Kilburn, North London, the gang went for their guns.

Detective Sergeant Stuart Bulger, 37, bravely leant into the back seat and stuck his finger into a pistol to prevent being shot.



Typhoo counts losses from tea bag promotion

Cadbury Typhoo stands to lose a "substantial sum" after syndicates cracked its Typhoo tea bags promotional game, Cash Pot, launched in February.

A total payout of less than £100,000 was originally predicted for the promotion, but trade sources say that the figure is likely to be "substantially more than £100,000 although not as high as £1m".

The game, devised by Marketing Triangle, was different to most other scratch card games in that every card was a potential winner if the entrant had sufficient skill to uncover the correct permutation.

It is thought that there was a breach of security somewhere, and syndicates were organised to buy up thousands of boxes of tea bags.

Sources say that the syndicates made libraries, sticking the scratch cards to the walls, and by comparing them were

able to work out which coverings to scratch off to win.

A spokesman for Cadbury said that the company is paying out £50 to claimants as a gesture of good faith, but insurers have applied to the high court claiming that multiple payments should not be made.

Cadbury's senior product manager Andy Nash was unwilling to comment on who made up the syndicates or where they came from, but he did say that there was one instance where the company would not be paying out.

"The individual has been written to and there is no chance that he will be paid," he says.

It is likely that the "individual" concerned was responsible for sending mailshots to more than 10,000 people asking them to send their unscratched cards with the assurance of a cash return.

This is the first promotional



Cash Pot: Brewed trouble

game that Cadbury has run for Typhoo tea bags and Nash says he will have to wait to see the results before making any judgment on the possibility of another.

The company says that stocks of the tea were sold out within three months of the promotion's launch — a normal time for such promotions.

Other sources say, however, that the promotional stock went in and out of the trade very quickly. □

the international as well as the national market," he says.

"A name like the new one is more successful with consumers in non-English speaking countries."

Gallaher, which launched SC Clothing to market its Silk Cut Clothes range in January, originally tested the market for brand-labelled clothes with the launch of the Silk Cut Holiday Selection range last year (*Marketing Week*, July 8, 1983).

At the time the company said that if the range did well it would go into retail this year. However, although the range still exists, it has become a purely promotional range, available only at events sponsored by Silk Cut.

The Riff Raff collection, which enters the shops next year, will be an extended collection, including casual co-ordinates, aimed at both men and women in the twenties to forties age bracket. Previously, the collection contained mainly knitwear.

● JR Phillips is making its Ricard spirit collection of branded promotional items available for sale through mail order in the UK. The range includes glasses, a golf umbrella, mirror and windsurfing sail. □

Cadbury pays up in Typhoo game

By Nicola Chapman

Cadbury Typhoo has started paying out in full to all the claimants who participated in its Ty-Phoo tea bags Cash Pot promotional game, despite the fact that syndicates managed to crack the competition which ran from January to December last year.

Originally it was predicted that such a payout would cost the company about £1m, but it is now thought that the final figure will be much more.

The decision to make payments comes in the middle of a legal battle between Cadbury Typhoo and its insurers over

payments to participants in the game.

A spokesman for the company says its insurers have issued a high court writ against Cadbury Typhoo seeking a declaration that some claims made by Cash Pot competitors are outside the rules of the competition. The High Court hearing, however, has yet to take place and no date has been fixed for it.

The spokesman says the promotional game, which was the first to be run on Cadbury's Ty-Phoo tea bags, increased its market share to its highest level since its relaunch in 1982.

"It accounted for seven per



Cadbury: Paying in full

cent of the market during the promotion," he says.

The game, which was devised by Marketing Triangle, gave every cardholder the opportunity of winning if a correct permutation was uncovered—unlike most other scratch card promotions (*Marketing Week*, July 27, 1984).

It is believed that a breach of security led to the organisation of syndicates to buy up thousands of boxes of tea bags. □

Tic Tac set to move back on TV

By Martin Hedges

Tic Tac mints are set to become a major television-advertised brand again as Ferrero weighs up a multi-million pound relaunch next year, possibly as a low-calorie product.

Ferrero, Europe's fourth largest confectioner, built the brand in the Seventies with advertising from Boase Massimi Pollitt. At one time it spent nearly as much as Rowntree Mackintosh's Polo.

Ferrero is conducting a major review of the brand with the view to a major relaunch. Among the platforms being considered for the Tic Tac range is one that has shown some success in the US. There the mint is sold as a sweet for the diet-conscious, emphasising that each mint contains just two calories.

Now it is believed to be searching for new agencies. Already the Turin head office of the confectioner has seen a number of London agencies for its Kinder Surprise range, which was formerly handled internationally by Lansdown Euro.

Lansdown Euro continues as a Ferrero agency, however, becoming the international agency for praline chocolate under the Ferrero Rocher brand. Agency account director Michael Kelly says: "I suppose you could say we've gained on the swings but lost on the roundabouts".

Tic Tac's phenomenal success began in Britain more than a decade ago. Its unique packaging, merchandising and later advertising were the "order opener" for Food Brokers, who sold and distributed the range.

Eventually its novelty and impact wore off. Finally Ferrero abandoned advertising support and let the brand subsidise to about a quarter of peak sales. □



Tic Tac: Novelty wore off

Showerings tests new perry drink

By Hilary Robinson

Showerings is launching a new perry-based alcoholic drink called Calviere into test in Anglia and TVS television regions.

Although the company is re-



Babycham: Calviere's sister

leasing no details of the launch yet, it looks like Calviere will be the sort of drink the big sisters of drinkers of Showerings, other perry product, Babycham, will choose to sip at the pub.

The product comes in 25cl glass bottles, and will initially be sold only through on-trade premises, although off-licences may stock it later.

Currently being sold into the trade, Calviere will go on sale in July and it is understood an advertising campaign will be run in both test regions later in the year. Collett Dickenson Pearce, appointed to handle Showerings new product development in 1983, looks favourite to handle the campaign.

Christmas period, when competition for television time is at its peak.

The package will be available in two regions — Anglia and Southern — covering the ten radio stations whose national advertising sales are handled by IRS.

Radio campaigns will run in conjunction with ads on four-sheet posters sited near off-licences and multiple grocers. It is likely that the deal will be restricted to a limited number of advertisers and there will be exclusivity in particular drinks categories.

The cost of a six-week campaign is each of the areas will be

This is the second new product launch in 12 months for Showerings: last October it joined the sparkling apple juice bonanza with its Zapple brand (*Marketing Week*, October 26, 1984). It has mainly been supported through sales promotions rather than above-the-line advertising.

The Calviere launch appears to be an attempt by Showerings to capitalise on the growing interest in lighter, so-called sophisticated drinks, particularly among young females.

Babycham, a veteran in the market, has suffered from the appearance of rivals such as Topaz, Kontiki, St Leger and Bezique, targeted at young women drinkers. □

about £30,000. If the scheme is a success, it could no doubt be extended to cover other products.

Off Take will be the second attempt to link radio and posters in a joint package. Last autumn, it was revealed that London's Capital Radio was in talks with an outdoor company about putting together a deal called Site and Sound (*Marketing Week*, November 23, 1984).

A number of advertisers apparently expressed interest in the package, but nothing more has been heard of it since. Industry sources say its launch has been held up by a shortage of suitable poster sites, although it may get off the ground this autumn. □

Outdoor ads and radio in link-up

By John Koski

Independent Radio Sales and Posterlink Selection are understood to be joining forces to offer a joint radio and poster package for advertisers.

The scheme, thought to be called Off Take, is aimed specifically at drinks companies which want to advertise in the pre-