

### Algar joins Parsons

Parsons International has appointed Kim Algar as its UK national sales manager. Algar was premium sales manager at Moulinex/Swan.

### CSPA Conference

The Council of Sales Promotion Agencies (CSPA) is holding its conference in Washington DC from 20 to 23 April. David Ropes, Reebok International's vice president of marketing services will speak on the role of promotional marketing for Reebok. Dean Barrett, McDonald's assistant vice president of promotion sports and presence marketing will speak on how promotion helped make the company the world's largest food service organisation. Contact the CSPA on 0101 203 325 3911.

### LGM promotes Camel

R J Reynolds Tobacco has chosen LGM to handle the European sales promotion support for its Camel 'Taste the Adventure' advertising campaign. Promotions are running in Spain, Germany, Switzerland, Greece, Holland and the Canary Islands.

### The Voucher Bank launched

Focal Marketing has launched The Voucher Bank. The 'bank' divides in to 24 credit-card sized spaces for advertisers to promote offers. Rather than money-off, it offers incentives such as holiday savings. Clients include Norwich Union, William Hill and the National Magazine Company. The Leaflet Company will handle distribution. There will be test deliveries of up to a million leaflets in Greater London.

### Targeting young adults

Infolink Decision Services has joined with Ultimate Response, to target young adults. The service will range from concept and creative to list generation and mailing. Lists will be generated from Infolink's young adults database.

## Coca-Cola seeks advice from ASA after promotion confusion

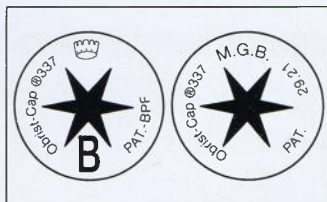


The promotion: consumers identify a single winning letter on caps

Coca-Cola has run into problems over its latest joint promotion with games manufacturer, Sega which closes on 30 September.

The trouble blew up over the identification of a single winning letter which was embossed on the inside of just 1000 caps. A technical code inside all the caps led to a number of consumers claiming prizes to which they were not entitled.

The promotion involved 18m bottles of new 500ml and 1.5 litre Coca-Cola and Diet Coke.



L: winning cap R: non-winning

The prizes at stake were a Sega Mega CD, Sega game gears and baseball jackets, identified by the letters M, G, and B respectively.

The code which caused the mix-up was 'Obrist - Cap 337

MGB Pat. Pend' followed by a number. However winning caps showed just one 4mm high letter.

A spokesperson said there have been less than ten consumer complaints. Nonetheless, Coca-Cola took out national press ads in the *Sun*, the *Mirror* and *Smash Hits* on Friday 19 March after the matter had been brought to its attention. The ads featured an 0800 freephone number which was set up in August.

"We pointed out the situation to the Advertising Standards Authority and took the proposed ad to them," said a spokesperson.

Catherine Calhem, a marketing executive at Sega said: "The mechanics were organised by Coke. They rang us and said this had happened, but it was only a slight mix-up."

A spokesperson for the ASA said: "We have had no complaints about this promotion. If a company has been responsible enough to take action, we may decide not to pursue it formally."

IMP, the agency responsible for the promotion was unwilling to comment. Philip Circus, legal adviser to the ISP said: "This is not a legal problem in its purest sense, it's an administrative error. If there is a capacity for misreading things, there are always people who will."

●Coca-Cola is launching a promotion with Sega and MGM Canon through Target Marketing this month.

## Canon, newspapers rapped by ASA

Consumers reported newspaper groups, a fast food chain and an office equipment manufacturer to the ASA last month.

Canon was rapped for a leaflet by The Sure Group, which offered a free £100 accessory kit when customers bought an E200 or UC15 camcorder. Details inside indicated that the camera case, included in the kit, was only offered free with the E200 camcorder, and as a case was supplied as standard with the

UC15. The value of the UC15 accessory kit was under £60.

The Office of Fair Trading forwarded an objection under the Misleading Advertisements Regulations 1988 to a six week competition in the Sunday and Daily Express. Readers had the opportunity to win a car by matching the number on a game card to the "winning number plates" that appeared daily in the publications. The complainant questioned the news-

paper group's claim that "Every day there's a chance for you to win" as a number of cards had been issued with pre-determined losing numbers.

Mirror Group newspapers came under fire for a common complaint: flagging a free tape offer on the front of the *Mirror*. Inside, the complainants found that it was necessary to collect two tokens to participate in the offer. This was not stated on the front.



# MEGA ZONE

**300**

SEGA MEGA-CDs WITH SEGA MEGA DRIVE

**500**

SEGA GAME GEARS

**1,000**

COCA-COLA SONIC THE HEDGEHOG BASEBALL JACKETS

**PLUS FREE**

COCA-COLA SONIC THE HEDGEHOG BASEBALL CAP WITH 10 TOKENS

Open your bottle and look at the letter we have printed under the cap.

M = Sega Mega-CD with Sega Mega Drive

G = Sega Game Gear.

B = **Coca-Cola** Sonic the Hedgehog Baseball Jacket

No Letter = Losing bottle. Try again!

To claim your prize send your cap together with your name and address to arrive by **30.9.93** to:

**'Coca-Cola' Mega Zone, P.O. Box 25, Wednesbury, West Midlands WS10 7JZ.**

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*Coca-Cola*

TERED TRADE MARKS

1.5 litre

*The promotion: consumers identify a single winning letter on caps*