

# Esso sued over promotion games

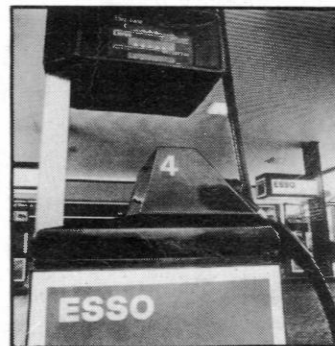
By Nick Hall

Esso Petroleum and the managing director of its sales promotion company Publicity Plus Terry McCarthy are to be sued for running two promotional games which it is claimed are the property of McCarthy's former employer J&H International.

J&H is claiming that the two games were conceived and pre-

sented to Esso in 1981 and 1983 by McCarthy who was then managing director of J&H International. It alleges that they were actually run in 1984 and 1985 through McCarthy's new company Publicity Plus.

J&H argues that although McCarthy originally thought up the promotions it owns the copyright and is claiming £50,000 in lost income for each



Esso: Court case

game.

McCarthy confirms that proceedings against him and Esso have been started but says the case will be defended. □

# Advertisers welcome fifth channel

By Georgina Henry

Advertisers have welcomed the intensifying debate about the prospects for a fifth television channel, but say it will not change their stance on Channel Four selling its own airtime.

"We are very interested in the opportunities for a fifth mainstream channel supported by advertising, although the technical considerations are far from clear," says Ken Miles, director of ISBA. "But this would not be an alternative form of competition to Channel Four selling its own airtime."

The idea of a fifth channel, or as some advertisers would prefer, a series of city centre television stations, has been around for some time and was expounded in the Charles Jonscher CSP report. It surfaced again at last weekend's Edinburgh Television Festival with reports that the Home Office has commissioned a feasibility study. It is thought it would go out on UHF, covering about 70 per cent of the country, and could be concentrated on urban centres.

There has been some speculation that the ITV companies themselves are "flying the kite of a fifth channel" to defuse the debate about Channel Four's selling its own airtime.

But David Shaw, general secretary of the ITCA dismissed the idea as ludicrous. "It certainly isn't us. It's too big a risk. We need to think out our response very carefully since we do not think it is a ready-made answer to the pressure from advertisers." □



Chamberlain: Leaving

# Chamberlain to retire from Clarke Hooper

By Karen Webb

Colin Chamberlain, who joined leading sales promotion consultancy Clarke Hooper five years ago, is to retire after only 18 months as deputy chairman of the group.

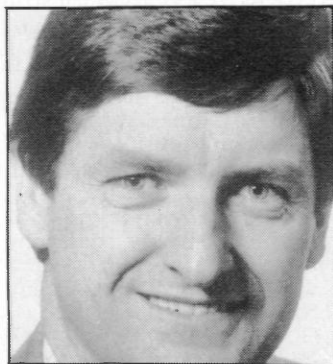
Chamberlain will continue to work on a consultancy basis for Clarke Hooper for at least another year.

The company has not replaced Chamberlain directly but says senior people have been recruited to take on some of the responsibilities of the deputy chairman.

"The space will for the mo-

ment be adequately filled by the managing director, John Hooper," says Chamberlain. "Brenda Simonetti joined us as marketing and services director earlier this year and Jaynie Macdonald as planning director — they will take on some of my old load, but I will be around like a bad penny from time to time."

Chamberlain, who intends to retain his substantial financial holding in the company, first joined Clarke Hooper as director of client services and then from 1983 to 1985 was managing director. □



Wood: Aggression

Wood. "The development function for one is a fairly new thing for us."

"In February this year Lord Young unveiled our new strategy, A Vision for England, and that empowered us to take on a more developmental role in our marketing," says Wood.

"We are keen to set up joint

campaigns and initiatives with the leading domestic holiday companies and organisations — initiatives such as our Great English City Breaks programme which we run in conjunction with National Holidays and various local authorities," Wood says.

He adds: "The sales promotion role is new and the person appointed will look after national premium and incentive offers for consumer goods companies."

"It is a big area that needs someone as an honest broker in the centre to look after it," he says.

The ETB budget for development work in the coming year will be about £400,000 — most of the funding will come from the private sector and/or local authorities — and the marketing operations budget will be more than £3m. □

# ETB set for marketing restructure

By Penny Kiernan

The Government-controlled English Tourist Board is creating up to six new positions in a major re-structuring of its marketing department, intended to give a new blend of commercial aggressiveness.

The new positions include the titles of marketing operations controller and development controller as well as head of travel trade and sales promotion.

"We are much more commercially oriented than we have been in the past," says ETB marketing director Malcolm

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Cover: Advertising Age/Crain Communications Inc.

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Chamberlain

## **Esso: Court case**

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