



BTA: New BR policy

BTA faces shake-up in review

British Transport Advertising, one of the UK's largest outdoor contractors, is undergoing a sweeping review of its operations which could result in radical changes to the company.

Privatisation must be an option, although the British Railways Board, which jointly owns BTA with the National Bus Company, denies that such a move is on the cards.

Leading accountants Arthur Andersen & Co. and media independent Chris Ingram Associates have been appointed by BR to carry out the investigation, which is expected to be completed over the next two months or so.

The review is part of a new BR policy to establish what it calls "arms-length" relationships with its in-house suppliers. A similar exercise is being carried out on Travellers Fare, also by Arthur Andersen.

BTA is essentially a sales and marketing organisation selling poster sites owned by BR and bus sides owned by the National Bus Company.

As such, it controls over 8,000 poster sites (about 16 per cent of all outdoor stock in the UK) and 15,000 buses, nearly half of the country's total.

Full details of the review have not been released. But one area expected to be covered is whether BTA should automatically be given the job of selling BR's sites, or whether the job should be put out to tender. This includes existing and new sites.

BR issued its new policy guidelines on in-house suppliers last December. "The guidelines reflected the BR Board's determination to extend its well-established policy of competitive tendering beyond the procurement of supplies to the provision of support services," says a statement.

The review is said to have the full support of BTA managing director John Nunneley. □

KLP is sued for damages

By Stuart Smith

Sales promotion company Kingsland Lloyd Petersen is being sued for "substantial" damages by one of its major clients, Associated Dairies.

The news, which coincided with slightly disappointing interim figures, was sufficient to knock more than 20 per cent off the company's market capitalisation of £16.6m on Friday.

Details of the litigation remain somewhat unclear. It concerns a KLP subsidiary which handled a promotion for Associated Dairies some months ago. Part of the work was farmed out to a West German printer and it is believed that errors made by the printer caused the promotion to fail.

Colin Lloyd, managing direc-



KLP's Lloyd: Surprised

tor KLP, says he is unable to comment on the case because it is *sub judice*. However, he adds: "We expect this thing to have no

real negative effect on KLP, and I am surprised at the seriousness with which it is being taken, or indeed that Associated Dairies have gone about it in this way."

KLP has made no special provision for any liabilities, and it seems likely that the West German company is accepting ultimate responsibility for any damages that may have to be awarded.

"I think the market reaction does illustrate that a serious view should be taken of it," comments one analyst, "which is a pity in view of the company's growth."

A court case can tarnish a company's image, whatever the outcome."

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World News launch in autumn '86

World News Network, the joint venture by Visnews and merchant bank Charterhouse Japhet which will bring a satellite and cable news channel to Europe, is set to launch in autumn 1986.

WNN will be advertiser and sponsor-supported and will offer a half-hour rolling news format with simultaneous broadcast

sound in three languages, French, English and German.

However, the whole project could be scrapped if American cable king Ted Turner decides to bring in his promised "Europeanised" version of Cable News Network.

Young & Rubicam has been appointed to conduct the feasibility study of the advertising potential of the channel. Y&R won the business after pitches from McCann-Erickson, J Walter Thompson and itself from an initial list that also included Saatchi & Saatchi and Ogilvy & Mather.

The service will be unlike news or current affairs programmes seen hitherto, says

Ron Onions, Visnews managing editor special projects. The emphasis will be away from presentation in studio (with all difficulties of language that would produce) and towards a voiceover commentary with pictures.

Onions rules out the WNN project going forward if Turner does set up as he threatens. "There isn't room for two cable news services," he says.

"There have been occasional conversations, though I would not grace them with the term 'negotiations'. They have not gone anywhere."

WNN plans to follow the accepted European conventions over advertising restrictions — similar to the IBA's rules. □

First firsts in Awards for Marketing

The four category winners of the first Awards for Marketing are International Disillers and Vintners (IDV) for its Piat D'Or wine, Retailing World for its pioneering video magazine, Band Aid for its charity marketing and the Royal Festival Hall in the new marketing initiative category.

More than 80 entries were reduced to a shortlist of 13 by a panel drawn from the Marketing Society and *Marketing Week*, joint sponsors of the awards. This shortlist — four entries in the consumer category and three in each of the others — was then voted on by the members of the Marketing Society. Each of the winners had a clear lead over the runners-up.

The awards — designed by Michael Peters — were presented last night (Tuesday) by the chairman of The Burton Group, Ralph Halpern.



Piat D'Or: Category winner

The runners-up in the consumer category were Amstrad, for its CPC 464 home computer, Channel Four, and St Ivel for its Shape range of products. In the business-to-business category the runners-up were the National Economic Development Office for its Better Made in Britain Exhibition and Pasta Foods for its snack pellets. In the charity marketing category the

runners-up were the NSPCC for its Centenary appeal and The Spastics Society for its 1984 Christmas mailing. In the new marketing initiative category the runners-up were the Department of Trade and Industry's Information Technology Division for its Club 403 shopping scheme on Prestel and Sutcliffe Catering Group Services for an innovative use of direct mail.

Charles Auld, chairman of the Marketing Society and chief executive of Spillers Foods, says: "Both the Marketing Society and *Marketing Week* have been absolutely delighted by the response these awards have generated in the first year of the scheme. We shall definitely continue with this programme as we believe it is time that really good marketing was both well recognised and well rewarded by the industry in this country." □

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