

Daily Express

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WEATHER: SUNNY



Daily Express: Nice jewellery, but is the promotion legal?

Expressing doubts over promotion

With regard to the Express Newspapers charity promotion (*MW* September 6 and 13), while respecting the objective of supporting the Great Ormond Street appeal there is nonetheless an obligation on the part of all professional and responsible people to operate within the framework of the laws as they exist. This should not in any way inhibit the success of this particular promotion.

The Lotteries, Games and Amusements Act stipulates that lotteries are illegal in the UK, without any codicil concerning the ultimate aims or intentions of the lottery. There have in recent months been substantial numbers of complaints to the ASA regarding lotteries, particularly in respect of charitable or private lotteries. This institute upholds the requirement of sticking to regulations even though in some cases we may not agree with them. But that is a separate issue which we tackle as an institute on behalf of our 1,750 members and the sales promotion industry as a whole.

What is being carried through here is a worthy cause but also happens to coincide with the commercial interests of Express Newspapers, since the public are given an impression that in order to participate they must purchase six copies of the Daily Express. In addition, they contribute their

£2 to the Save The Children Fund as part of the price of entry. A member of the public stands to win what is a valuable and attractive item of jewellery but the issue remains that they have paid to enter with the sum of £2 for the charity and a further sum of £1.68 to purchase newspapers in which the entry form is included.

The institute has been approached on a number of occasions by police regarding sales promotion lotteries and at least two so-called free-entry prize draws are being investigated by the DPP. The institute would be happy to support a proposition to legalise lotteries but for the time being they are illegal.

Let's not have any more high-handed comments from a newspaper that applauds the rule of law and order as well of course as the rights of free and fair competition. Frame does not appear to hold either the law of the land or affairs of conscience in particularly high regard. I wonder how many Express readers will find his comments as unacceptable as we do.

Roy Piercy
President
Institute of Sales Promotion
London

I was interested to read the letters from Alan Toop and Alan Frame commenting on your recent article, "Express promotion reveals a prize flaw".

Toop's remarks imply the Express promotion was illegal, but that, in his opinion, the law needs liberalising.

The law may or may not be

an ass, but it is the law. We are all free to campaign for change but, in the meantime, legislation should be respected and enforced.

We all know questionable "no purchase necessary" promotions have multiplied in recent years. Consequently, we should not be too surprised if the reported police investigations result in prosecutions being mounted. I understand the directors of any company involved in printing or promoting an illegal lottery can be charged with committing a criminal offence, so there could be some very nasty surprises in store.

Frame claims the quotes were taken out of context. But Frame's most startling quote, if accurately reported, spoke volumes about his respect for the law.

Finally, if the Express ran the promotion purely for unselfish reasons, why did it specify that each entry depended on submitting six tokens, each obtainable only by purchasing the Express?

John Donovan
Managing director
Don Marketing
Bury St Edmunds
Suffolk

I was appalled by the attitude of Express Executive Director Alan Frame, when he said he didn't care "whether it is legal or not, we are raising money to benefit children".

Frame omits to mention that, along the way, he is also trying to raise sales of the Daily Express.

His "ends justify the means" attitude has no place in today's commercial world.

The Express promotion is blatantly illegal, there is not a sales promotion consultancy in the UK that would have been stupid enough to recommend that the Express adopt the scheme, and Frame can do nothing but raise the hackles of

the DPP with his cavalier attitude to British law.

Graham Green
Chairman
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London WC1

Innovation or distortion?

In the news analysis "Porsche leaves yuppies behind" (*MW* September 20), Bruce Haines' assertion that "Porsche was promoting itself on the idea 'imagine yourself in this car', the conspicuous display of your own wealth" before his firm took over the business in 1988 cannot go unchallenged.

As anyone with an interest in the marque will confirm Porsche's advertising strategy, before Leagas Delaney's tenure, was based on rational values.

Innovative engineering, build quality, depreciation, running costs and warranties were the platforms on which Porsche promoted itself.

Tony Handley
The Brahm Agency
Leeds
West Yorkshire

Give women proper cover

Marketing Week has to come up to date in its attitude to women in business.

The front cover (*MW* September 13) leads with Anita Roddick and her business strategy, while your fourth cover line talks about the businessman's vote. Why not simply the business vote?

Jean Harvey
Publicity director
Methodist Homes
for the Aged
Derby



presentation

Sales cases to promote your products effectively. Presenters that communicate persuasively. Business & Conference products of which you can be proud. Pottertons clear perception of effective presentation, emphasis on quality, and real understanding of your needs means a superior result. From design to manufacture, Pottertons put the customer first to give you total service.

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