

Promoting to Seniors
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PROMO

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PROMO Names Winners of 1992 PRO Awards

NEW YORK — Promotion executives from agencies and client companies made their way to New York last month to honor winners of PROMO



Magazine's Second Annual PRO Awards. The awards recognize art directors,

copywriters and producers for creating outstanding promotion advertising. Peter Georgescu, president/CEO of Young & Rubicam, Inc., and Jeffrey McElnea, president of Einson Freeman, presented the awards. The winners are highlighted on pp. 16-17

Battle Lines are Drawn in FSI Industry

Big Three Play Hardball with New Competitors

By Glenn Heitsmith

NEW YORK — Rupert Murdoch's News Corp. is threatening to pull the plug on the \$250 million it spends to place its newspaper ads and free-standing inserts if a newspaper trade association moves ahead with plans to enter the \$1.35 billion FSI market with its own Sunday newspaper coupon inserts.

News Corp.'s News America Publishing FSI division president Paul Carlucci denies that he has "threatened" newspapers. But, he did tell PROMO that a new program devised by the Newspaper Association of America (NAA) that

would insert cents-off coupons into the TV listings booklets that are distributed with Sunday newspapers would deprive his company of revenues and force it to look at "other delivery systems" for its Quad and Product Movers FSIs.

News Corp. would also retaliate by canceling the newspaper advertising it does for its 20th Century Fox
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New Marlboro Man Seeks Adventure

Promotion Seeks to Contemporize Cowboy Image

By Glenn Heitsmith

NEW YORK — The Marlboro Man is trading in his horse for a dirt bike in a new Philip Morris promotion that seeks to contemporize the image of its flagship cigarette brand.

With Marlboro losing share

image and a new campaign designed to create consumer involvement. PM disputes reports that the promotion is
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Promo of the Month

Double Duty for Audio Tape

DALLAS — Memtek Products is recording its impressive sales increases for its Memorex audio and video tapes with an instant-win promotion in which the products themselves double as game pieces.

The "Tale of the Tape" promotion, developed for Memtek by Harwood



Marketing Group, based here, offers consumers the chance to win a \$5,000 concert trip of their choice. To win, consumers simply purchase a specially-marked Memorex audio or video tape and before recording, listen or watch for Rick Dees,
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to discount cigarettes, Philip Morris, the world's largest consumer goods company, is betting on its new promotion to help light up sales.

The "Marlboro Adventure Team" promotion seeks to build exposure for the company's premium cigarette brand with a new

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PROMO Salutes Winners of the 1992 PRO Awards Competition

Creative community turns out to honor the year's best promotion advertising.

By Amie Smith

New York marketing communications agency Wills And Evans, Inc. swept PROMO Magazine's PRO Awards this year with a Best of Show, wins in two categories, and finalist certificates in three more. The agency's wins this year follow its impressive showing last year when it received a PRO Award for a trade communications campaign.

The PRO Awards, now in their second year, go to copywriters, art directors and, in the case of radio and TV commercials, producers, for creative excellence in promotion advertising.

Presenting the awards at a gala evening ceremony at the New York Hilton & Towers last month were Peter Georgescu, president and CEO of Young & Rubicam Inc., and Jeffrey K. McElnea, president and CEO of Einson Freeman and 1991-92 president of the Council of Sales Promotion Agencies. Chairing an international panel of judges was Janou Pakter, president of Janou Pakter Inc., a New York-based firm that specializes in the recruitment of creative and marketing professionals. Pakter assembled the team of judges and helped coordinate the competition.

The judges convened in New York in September to review some 160 entries from around the world and to select the winners and finalists.

Sharing Best of Show honors this year were Perpetual Promotion and Two-O-Six Marketing, two small agencies from Portland, OR, for an outrageous integrated campaign titled, "You Make My Snout Wet." The regional St. Patrick's Day promotion for Blitz-Weinhard Brewing Company brought the two agencies together for the first time and "was designed to take advantage of Weinhard's 'Ireland Style' name and green label."

Elements of the "Snout" campaign included silkscreened T-shirts, four-color posters, a full-page



newspaper ad, an attention-getting drive-time radio contest, colorful point-of-purchase materials and a cardboard "boar hat".

Wills And Evans's Best of Show — which represents the first time two such awards have been awarded — received the award for a three-dimensional P-O-P "molecule" representing J&B and water. The agency's other winning entries included motor-driven and sound-generating displays for J&B titled "Another Round of J&B" and "J&B at Home" for J&B Scotch in the Point-of-Purchase Display Category; and a microphone-shaped cigarette lighter titled "Match Box" and a "Kryptonite" paperweight for Viacom Entertainment in the Direct Response Category.

TBWA Advertising Inc., New York, won a PRO Award for a 60-second TV commercial titled "PONG" which boosted awareness and generated entries for the "French Open Sweepstakes" which was sponsored by Air France and Evian. The judges opted not to award winners in the Radio, Newspaper Ads and Magazine Inserts categories.

Receiving the awards at Wills And Evans were Ben Evans,

executive VP/creative director and Michael Musachio, creative supervisor for copywriting; and Chris Hipwell and Walter Gray Lamb for art direction. Musachio, who has been at the agency for three years, is the only copywriter in the history of the awards competition to have worked on six winning entries. He said of his wins, "Whether I'm creating a point-of-purchase display, a sales kit or a direct mail piece, I want the communication to be quick, smart, fun, and memorable, and of course, on strategy."

Evans added, "We approach our work from what I call a zero-based marketing mindset for the client that comes to us without a pre-conceived notion. I like coming up with an idea, a headline and a visual that motivates someone and makes people understand what's unique about a product or service. That's where the large agencies stop, but we keep on going."

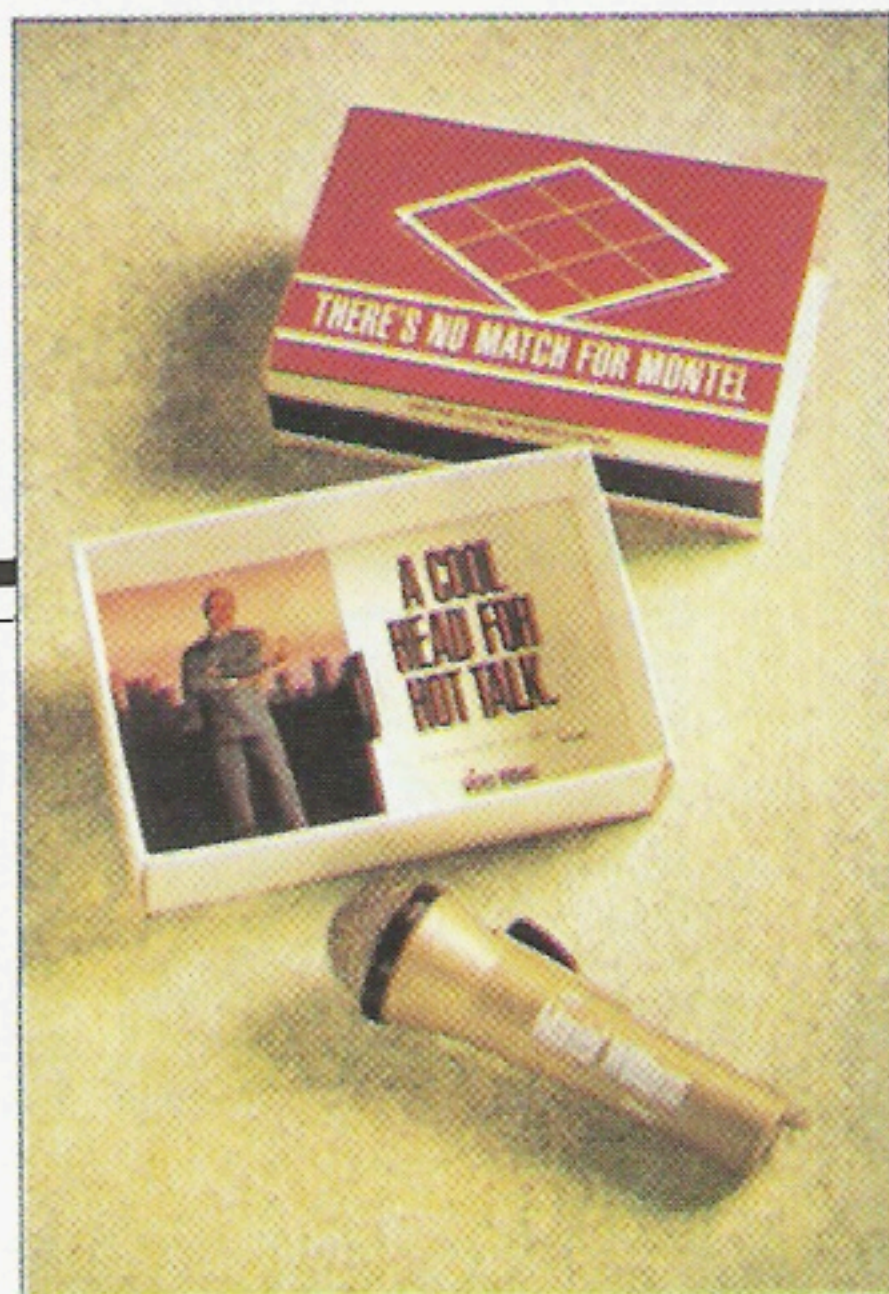
Mike Sperry, art director; David Brooks, copywriter; Fred Ingram, illustrator; and producers Eric Bruce Bieber and Dean Stearman from Perpetual Marketing and Two-O-Six Marketing, took home the Best of Show Award and also an Integrated Campaigns PRO



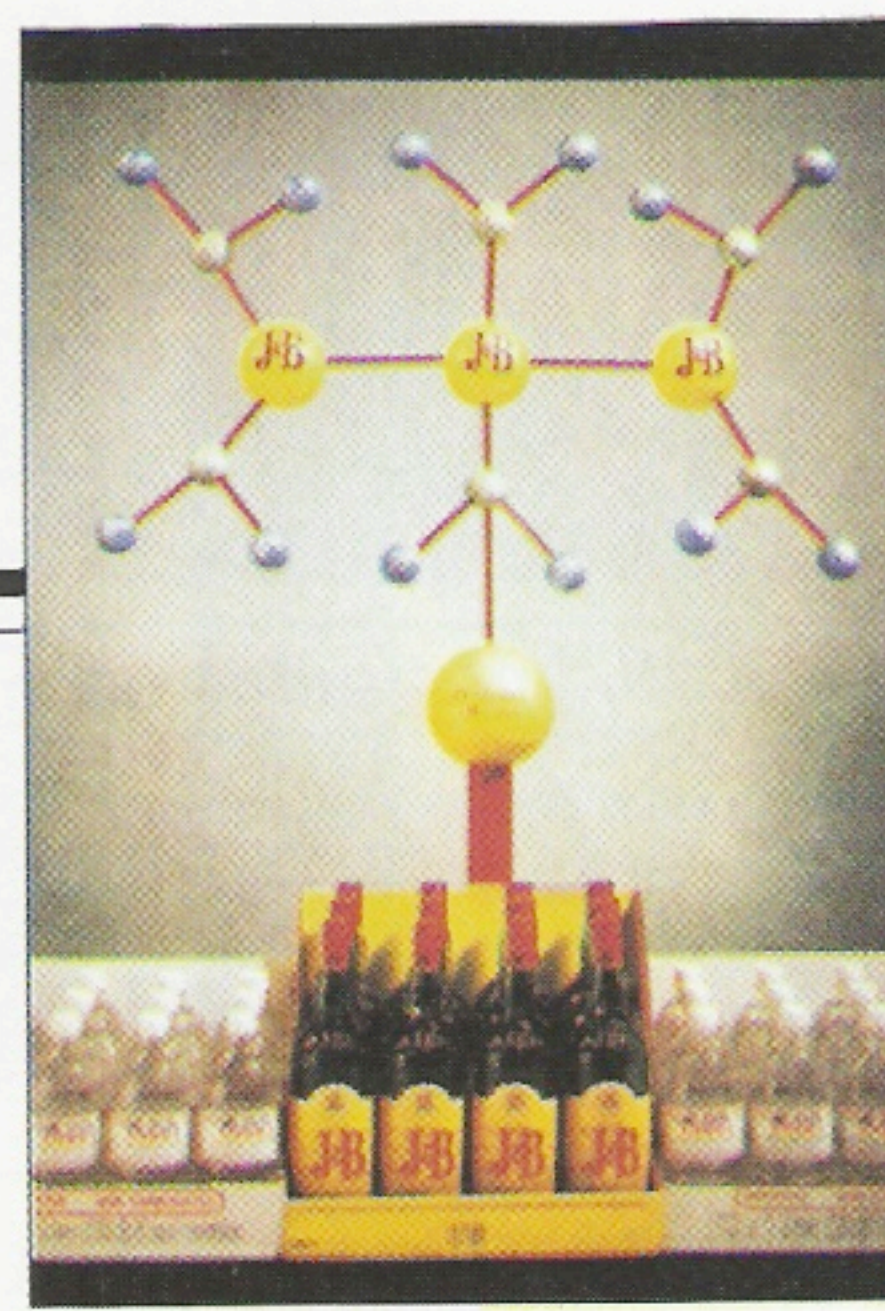
Y&R's Peter Georgescu



WET SNOUT: Lively St. Patrick's Day Promotion won a PRO in the Integrated Campaigns category.



MATCH BOX: Innovative cigarette lighter mailing for Viacom garnered a PRO in the Direct Response category.



MOLECULE: Three-dimensional 'J&B' display stood out in the P-O-P category for Wills And Evans.

Award for "You Make My Snout Wet". Receiving the awards for "PONG" were Charles Herbstreith, art director; Alan Blum, copywriter; and Bob Nelson, producer.

Perpetual's Bieber, who worked most recently with TRG Communications as vice president and at Playboy Clubs International as national sales promotion manager, said many of his ideas come from the "wacky mindset" that he needed to develop successful promotions at Playboy. His current clients include Rainier Brewing, G. Heileman Brewing, Working Products and Consumer Care Corp.

More than 200 advertising, design and promotion creatives attended the ceremony which kicked off PROMO Magazine's Third Annual Conference & Expo, which took place October 13-15.

Point of Purchase Displays

WINNER AND BEST OF SHOW

"J&B and Water"

Chris Hipwell, Art Director
Michael Musachio, Copywriter
Wills And Evans, Inc.

FINALISTS

- "Turkey Shoot"
Allan Meyerson, Chris Rogers, Art Directors
Michael Chadwick, Claudia Goldman, Copywriters
Lynda Mack, Producer
CCM, Inc.

- "Another Round of J&B"
Chris Hipwell, Art Director
Michael Musachio, Copywriter
Wills And Evans, Inc.

- "J&B at Home"
Chris Hipwell, Art Director
Michael Musachio, Copywriter
Wills And Evans, Inc.

Integrated Campaigns

WINNER AND BEST OF SHOW

- "St. Patrick's Day '92"

Mike Sperry, Art Director
David Brooks, Copywriter
Fred Ingram, Illustrator
Eric Bruce Bieber, Producer
Dean Stearman, Producer
Perpetual Promotion/Two-O-Six Marketing

FINALISTS

- "Big Shot Sweepstakes"
Aubyn Gwinn, Chuk Batko, Art Directors
Jeff Iorillo, Paul Hagen, Copywriters
Bob Gondell, Producer
Lee Sundermeyer, Production Manager
FCB/IMPACT

- "SpaghettiOs Where's Waldo?"
Patrick Casey, Art Director
Michael Nolan, Copywriter
Tal-Donovan, Inc.

- "Bunny Face"
Cindy Lamb, Art Director
Laurie Casagrande, Copywriter
U.S. Communications Corp.

HONORABLE MENTION

- "America's Official Reading Time"
Theodore Duquette, Art Director
Eric Haggman, Copywriter
Haggman Krimsky

Direct Response Materials

WINNER

- "Match Box"
Michael Musachio, Copywriter
Wills And Evans, Inc.

FINALISTS

- "Superboy Kryptonite Kit"
Walter Gray Lamb, Art Director
Ben Evans, Copywriter
Wills And Evans, Inc.

- "Great Achievers"
Betsy Kitslaar, Art Director
Laurie Casagrande, Copywriter
U.S. Communications Corp.

- "United Airlines Enhanced Transcontinental Service"

Jim Carroll, Deborah Baker, Art Directors
Tom Baer, Bob Jenson, Jim Banks, Copywriters
Frankel & Company

Television Commercials

WINNER

- "PONG"

Charles Herbstreith, Art Director
Alan Blum, Copywriter
Bob Nelson, Producer
TBWA Advertising

ROP Newspaper Ads & FSIs

FINALISTS

- "Haagen-Dazs Valentine's Day"
Kathryn Frund, Art Director
William D. Robinson, Copywriter
The Guild Group

- "Cool Deal/Sweet Nothing..."
Doug Trapp, Art Director
Chris Mihock, Copywriter
U.S. Communications Corp.

- "Label Campaign"
Derek Norman, Art Director
Dennis Maurizi, Copywriter
Linda Carson, Producer
Leo Burnett U.S.A.

Magazine Ads & Inserts

FINALISTS

- "Puzzle Promotion"
Laurie Cairns, Art Director
John Hyslop, Copywriter
LEC Limited

International Direct Response

HONORABLE MENTION

- "The Beauty of a Clear Principle"
Allan Hori, Willem Kars, Art Directors
Martje Van de Brug, Copywriter
Hard Werken Design, Rotterdam, Holland



Einson Freeman's Jeff McElnea