

NEWS CAMPAIGNS

POP
Young's begins Christmas pub POP onslaught

Brewery Young's is beefing up its trade promotions, starting with a push featuring its iconic ram dressed in festive guises and the strapline "The perfect blend of hops, barley and Christmas".

The activity, through The Communications Agency, strives to achieve a more consistent brand message by providing comprehensive support kits, including pump crowns, table talkers and promotional posters.

The activity builds on Young's push around the Rugby World Cup, which positioned it as the pub chain with atmosphere.

George Wright, marketing controller at Young's, said: "By providing pub managers with more in-venue promotional-

NSPCC brings Communications Agency on board
Children's charity the NSPCC has appointed The Communications Agency to develop face-to-face donor recruitment alongside the Push Consultancy. The appointment follows a three-way pitch. Activity will include marketing in shopping centres and train stations across the UK.



Young's rolls out Christmas poster activity
Young & Co's Brewery is running a responsive poster campaign to boost trade in its pubs and bars over Christmas. The Communications Agency has created the push, which features posters with the straplines 'Christmas crammed with fun' and 'Party animal? Book your party here', as well as a website where customers can book festive meals for parties.



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Blockbuster: Promotional stands

Blockbuster to eye students in major offensive

Video and DVD rental company Blockbuster is embarking on a student-focused campaign to attract members and raise its profile.

Blockbuster in tie-ups for £1m movie madness

Blockbuster, the video rental brand, has teamed up with a raft of third-party brands for a "£1million movie madness" campaign.

Throughout May, customers spending £5 or more in-store will receive an instant-win scratch-card, with every participant winning at least £1 off a future retail purchase over £10. Other prizes include Virgin family holidays to Universal Studios, Philips home cinema systems and DVDs, popcorn chicken and bottles of Vanilla Coke.

The push is being supported in-store by POP including posters, shelf wobblers, till toppers and gamecards that say "Everyone's a winner".

The campaign and third-party relationships were developed by The Communications Agency.

The company aims to recruit 300 new members at each event and to explain the breadth of its offering in terms of rental and retail.

Blockbuster UK managing director Alex Sparks says: "Targeting students is a natural fit for us. They also represent the future consumers and influencers of in-home entertainment in the UK."



Robert Prevezer
Chief executive, The Communications Agency

Reviewing a direct mailing pack isn't usually one of my favourite pastimes. After all, much of what I receive tends to be pretty boring and just another hard-sell. So this Gordon's pack was indeed a pleasant surprise; it was a spot-on mailing.

In a small, well-designed box, it's one of those packs that appears sufficiently intriguing to make you want to open it.



Inside you get the **Little Green Book**, a chunky, well-produced, quality guide to bars in the UK. It doesn't come across as being a gimmick either, which is quite a rare find.

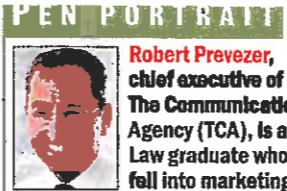
It's actually a useful, practical guide of where to go out in UK cities and even includes a short introduction to each city.

The book is also a great ad for Gordon's - including cocktail recipe ideas, great drinks photography and well-crafted aspirational and motivational target audience.

Gordon's gin drinkers, My only niggle is the accompanying letter. It's small to be noticed. I also wonder whether there should have been a call to action; I would have liked to have seen an incentive to purchase in there somewhere.

Overall, a lovely mailing that you would put aside for future use.

Communications Agency picks Coke account chief
The Communications Agency has made Mo Doyle an account director for Coca-Cola Enterprises. Arriving from ZGC, where she worked on a range of high-profile brands, Doyle will lead a team to drive promotional activity.



Robert Prevezer, chief executive of The Communications Agency (TCA), is a Law graduate who fell into marketing by chance. He started TCA with BA, BT and Johnson & Johnson as his first clients. TCA has since worked with some of the biggest brands in various sectors.

Whoooooo. Big, bold and dangerous to know. This is what graphologists refer to as 'pasty' writing, which reflects a personality who really knows how to enjoy life.

Considering the writing as a whole, his right-hand margin is pretty even, which suggests he is a stickler in respect of timing issues.

This writing spreads itself across the page like treacle running down a wall. Here we have a larger-than-life persona, someone who is surrounding himself with interesting people, both at work and socially, because (although he may choose to appear to be alert and involved) he feels bored and frustrated with mediocrity.

Handwritten signature: Robert Prevezer

I enjoy my work.

It's a nice style to say and talk through times.

Always a slight danger, though, if being killed by a customer!

The analysis is good, if a little harsh. Robert's not dangerous. He consumes life. He's a real live wire who gains as much pleasure from having bright people around him as he does from the job itself. He's a people person who demands high standards. Poseur? No. A proud, punctual, perfectionist? Yes.



Diane Simpson FRSA, a founder member of the British Institute of Graphologists, has written three books about handwriting analysis. She has devised a chart enabling her to analyse 18 key measurements of handwriting. A member of the Appeal Council of the Psychiatry Research Trust, Diane is also an acclaimed after-dinner speaker. Her number is 01244 390681, or visit www.mind-explorer.com

John Gellott, managing director of The Communications Agency, says:

The Communications Agency appoints boss



Gellott: Looking forward to TCA

The Communications Agency (TCA) has appointed John Gellott managing director to drive the agency's development and boost new business opportunities.

Gellott has been brought in to run the day-to-day operations, as well as to help drive growth plans.

He will be maintaining contact with existing clients and developing a broader client base. He says his priority is to build and improve the processes and procedures for existing business, while also accelerating the momentum of the business.

Gellott quit as chief executive of the agency's parent, mosaic Marketing Services, and says he is looking forward to establishing contact with existing clients and developing new business opportunities.

TCA chief executive Robert Prevezer adds: "John has already had a positive impact on both our infrastructure and new business opportunities."

Staff Profiling

Optical Express campaign ties into new Spy Kids film



'Spy Kids': Optical Express tie-in

Claire Billings, Brand Republic 07:00 15-07-2003 LONDON - High street optician Optical Express is teaming up with film studio Buena Vista International to offer free eye tests for children and promote the forthcoming third 'Spy Kids' movie 'Spy Kids 3D: Game Over'.

Optical Express is combining direct marketing and in-store promotion to encourage youngsters to take up the opportunity of the free eye test, while promoting the film.

A direct mail campaign targets three different groups -- 67,000 children under nine years old and 10- to 16-year-olds, plus 100,000 parents. The drive offers the chance to win a 'Spy Kids' adventure holiday, tickets to the film and an 'SK3' goody bag.

The offer will also be promoted in 145 Optical Express stores throughout August and will include PoS material.

The drive, developed by the Communications Agency, also offers 3D needed to view the film, which ties in with the offer of the free eye test.

The film is due to be released in the UK in August and stars Sylvester Stallone, Salma Hayek and Antonio Banderas, alongside Alexa Vega and the two children.

client campaign on