

# **SHELL MANAGEMENT LIES DECEPTION & COVER-UP**

Don Marketing UK Ltd (DM), wrote in July 1993 to the then Managing Director of Shell UK Limited, Mr David Varney, seeking his intervention regarding a serious allegation against Shell Manager, Mr Andrew Lazenby. Namely that Mr Lazenby had stolen a promotional idea based on a Nintendo theme that DM had disclosed to him on a strictly confidential basis.

Mr Varney (now Chief Executive of BG Plc) replied claiming he had personally investigated the matter and had concluded that Lazenby had not acted improperly. It later became apparent that the account of events set out in Mr Varneys letter was fundamentally false. The letter was a cover-up.

Mr Varney had not carried out a personal investigation; it had actually been undertaken by Lazenby's boss, David Watson, who had already demonstrated his complete lack of objectiveness in dealing with DM's allegations. Mr Lazenby had actually been involved in drafting the cover-up letter. The whole exercise by Shell was tantamount to a fraud, deliberately designed to deceive DM.

DM Managing Director, John Donovan (my son) mentioned in his letters to Mr Varney other proposals that DM had disclosed to Mr Lazenby in strictest confidence. Mr Varney was therefore aware of the possibility of further problems arising. DM's attempts to avoid suing a valued client (with whom it had enjoyed a mutually highly successful business relationship for nearly a decade) went on for nearly a year.

If Mr Varney had carried out a personal investigation, he would have discovered that Mr Lazenby and Mr Watson were in fact clandestinely developing promotions that replicated three more ideas put to Shell by DM.

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The consequences of Mr Varneys negligence in failing to deal competently with DM's Nintendo claim resulted in DM bringing a series of High Court Actions against Shell. All have been settled in DM's favour. His incompetence has cost Shell shareholders several hundred thousand pounds in damages and legal costs. The damage to Shell's already battered reputation is incalculable.

A further High Court Action is now underway, this time a multimillion pounds claim in respect of Shell SMART. This was one of the concepts discussed in correspondence. As with the other secret projects replicating DM proposals, Shell failed to disclose that it was clandestinely producing a further scheme that was bound to result in another claim by DM. Once again, Shell deliberately deceived DM as to the true situation.

As with each of the previous claims, my son went to incredible lengths to try to avoid litigation. He voluntarily kept the SMART claim secret for several months whilst both parties were discussing the matter. No one could have tried harder on every single occasion to resolve matters amicably and privately.

If Mr Varney had acted with due diligence at the outset, Mr Lazenbys activities would have been nipped in the bud. My family would have been spared the monumental challenge of repeatedly taking on one of the worlds most powerful and ruthless multinationals.

Matters have now degenerated to the extent that my family and I have been the targets of sinister undercover activity involving outright deception and trickery on Shell's behalf. We have also been bombarded by threats from Shell and its army of lawyers (the threats are listed on [www.don-marketing.com](http://www.don-marketing.com)). In a classic case of corporate might over right, Shell has ignored all mediation proposals, preferring to reply on its huge financial advantage to drain our finances and its intimidatory tactics to sap our resolve, ultimately in the hope of frustrating justice.

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