



# Promotional Games & Contests

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Mr Andrew Lazenby  
National Promotions Manager  
Shell UK Oil  
Shell Mex House  
Strand  
London  
WC2R ODX

27th April 1992

Strictly Confidential

Dear Mr Lazenby

As you may be aware, Don Marketing has enjoyed a long and successful association with Shell, having acted as your promotional games consultants for over a decade.

During this period, we have been responsible for all of your major promotional games including "Make Money", "Mastermind", "Make Merry", "Bruces Lucky Deal" and, most recently, "Star Trek - The Game". They represent the most innovative and memorable collection of promotional games ever mounted in the gasoline retailing market.

I am writing to ask whether you are open to further proposals, as there are a couple of promotional game opportunities for 1993 and 1994, which also have the potential to catch the imagination of the motoring public.

The first could be a repeat of our "Make Money" game which was a spectacular success for Shell nearly a decade ago, or an exciting new version we have devised, which would be a world first if exploited to its full potential.

The second concept would take advantage of the massive interest in Soccer, which will be generated by the World Cup Finals to be held in the U.S.A. during the summer of 1994. Once again, the concept is innovative, yet simple for motorists to understand and play. It would allow Shell to offer an exceptionally high win ratio at a viable cost.

I will telephone later this week, to ask if you are interested in learning more about the above proposals.

Yours sincerely

John Donovan  
Managing Director



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