All did not remember any such concept until he met him on 18/6.

All does not have on file original proposal; it was thrown out in office on 1st July 1992. (Only ones on file are from Nov 92.)

At receipt of fax in Feb 93: Nintendo Prize was placed secondary.

He was based on first proposal + not looking for any such competition plans (NE: Mercedes launch 1993 at that stage = prizes lined up never!!) Hence hiding response.

At original proposal both poster-power mechanic + game prizes wrong. Ditto in Feb.

BDD bought us a watered down proposal (originally offered + rejected in late '92)

BDD/proposal substantially different: one panel

- poster
- one month
- based around Super Mario.

Shell actual prizes substantially different:

- Every one a winner
- Poster - all gamepieces a winner.
- Software.
- Baseball caps.
- Design
- Reposition - ie oversize + boost, not total prize.
- Timing
 Plenty of other people have proposed Nintendo/wars (incl
super) & been rejected.

World/US had already self generated the Nintendo concept before
June '92 proposal.

They admit that Shell can't take their idea & credit it. Why
financial reasons?

My team developed & put out the process - beyond initial concept
etc. Nothing to do with me.

Treading on old boy networks & old relationships (PK.)

At June '92 & Feb '93 Agh had rejected their concept - that why
their proposal was dismissed.