

# **DON** Promotional MARKETING Games & Contests

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Mr Andrew Lasensby  
Promotions Manager  
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Dear Andrew

Prior to your pending decision regarding choosing concepts for research, I would like to mention two relevant matters.

1). The Promotions Manager of Warner Bros. - Mr Ray Rohrbach, contacted me a few days ago. He is looking for a major promotion tie-in to promote movie releases and Warner theme parks, including "MOVIE WORLD" (in Australia). Warners could make an excellent partner for the "Hollywood Collection".

2). As forecast, the video games craze reached new heights last Christmas among children and young adults. With a huge advertising spend planned by Nintendo for the latter months of the year, their popularity will peak again this Christmas. Consequently, you may wish to consider our "SuperMarioLand" "Every Card Can Win" proposal for inclusion in the research. Themed merchandise, T Shirts etc., could be generated as prizes. It would make a highly topical promotion for Q4.

Yours sincerely

*John Donovan*  
John Donovan  
Managing Director

*Thank you John.  
I'll be back in touch when we've  
made a further proposal.  
Cheers, Andrew.*

**DON**  
MARKETING