

TRANSCRIPT OF TELEPHONE CONVERSATION BETWEEN
JOHN DONOVAN AND MIKE HAWKISS OF SENIOR KING

DON: HELLO JOHN DONOVAN

MIKE: OH HELLO THERE ITS MIKE HAWKISS OF SENIOR KING

DON: OH HELLO MIKE

MIKE: HI. I JUST THOUGHT THAT I WOULD GIVE YOU A CALL BACK AS I AM SORT OF INTRIGUED ABOUT SOMETHING SO I WENT BACK THROUGH THE CORRESPONDENCE. AHMM RIGHT THERE IS I FOUND TWO LETTERS WHICH ARE PROBABLY... AAHH.. OF INTEREST. NOW WE HAVE NEVER AAHMM HANDLED MEGA MATCH.

DON: RIGHT.

MIKE: AAHHMM. BUT THERE IS A LETTER DATED 4 AUGUST FROM ANDREW LAZENBY AAHHMM WHICH BASICALLY SAYS THAT THEY ARE TALKING ABOUT THE RESEARCH CONCEPTS AAAHMMM THEY'VE HAD THE RESEARCH IT SAYS ... THE REAL WINNERS WERE UK TRAVEL & HOLIDAYS, COMIC RELIEF AND MEGA MATCH. WE ARE DISCARDING MEGA MATCH BECAUSE OF THE DIFFICULTY OF PUTTING TOGETHER THREE BIG RETAILERS. THE RESISTANCE WITHIN SHELL MANAGEMENT TO COMPETITIONS SCEPTICISM THAT THE CUSTOMERS HAVE ETC ETC ETC. SO I MEAN THE INFERENCE THERE IS THAT AAHHMM THEY ARE... THEY WERE DOING IT THEMSELVES. NOW WE SENT OUT SEVERAL LETTERS TO VARIOUS PEOPLE FOR ANOTHER PROMOTION ON 22 AUGUST AND THEY... IT WENT TO HELEN LESLEY AT B & Q - FOR A VOUCHER AAHHH VOUCHER PROMOTION WHICH WAS YOU KNOW COLLECT THE VOUCHERS AND REDEEM THEM AT B & Q.

DON: RIGHT RIGHT

MIKE: SO IT WASN'T REALLY ANYTHING TO DO WITH YOU

DON: NO OKAY SO WHAT HE SAID ABOUT THAT WAS TRUE THEN.

MIKE: YES

DON: YEAH.

MIKE: SO, I MEAN YES WE ... WE HAD CONTACTED AAHH B & Q BUT IT WAS FOR SOMETHING ... IT WASN'T TO DO WITH MEGA MATCH.

DON: RIGHT, RIGHT

MIKE: BECAUSE THEY WERE OBVIOUSLY THEY'D OBVIOUSLY APPROACHED B & Q DIRECT.

DON: RIGHT

MIKE: YOU SEE

DON: RIGHT. WELL I..I REMEMBER THE NAME NOW AAHH YES AND BUT ... BUT WOOLWORTH SAID THAT IT WAS MEGA MATCH BUT THEY OBVIOUSLY THEY ... THEY GOT THAT WRONG.

MIKE: YEAH

DON: AND AAH SO...

MIKE: I WOULD SAY THAT THEY DID ... IT WAS MEGA MATCH IT SAYS HERE THAT THE REAL WINNERS WERE UK TRAVEL ..., COMIC RELIEF AND MEGA MATCH. THEY WERE DISCARDING MEGA MATCH BECAUSE OF THE DIFFICULTY OF PUTTING TOGETHER THREE BIG RETAILERS ...

DON: MMM

MIKE ... AND I WOULD SUGGEST THAT WHAT THEY HAVE DONE THERE IS THEY HAVE GONE TO B & Q ...

DON: RIGHT

MIKE: ... AND THE PEOPLE IN THEIR DEPARTMENT WHICH IS THERE WAY...

DON: RIGHT

MIKE: ... AND THEY HAVE GONE THERE AND PUT FORWARD A PROMOTION AS THEY ... THEY CAN'T GET SOMEONE TO DO IT.

DON: MMM.

MIKE: WE HAVE GONE TO THEM WITH A DIFFERENT PROMOTION TOGETHER AHHMM AND OBVIOUSLY THIS WAS JUST A STANDARD LETTER SAYING I AM WRITING TO YOU...

DON: RIGHT

MIKE: ... MY CLIENT BLAH BLAH

DON: AAHHHAA

MIKE: IT DOES'NT EVEN SAY WHAT PROMOTION IT IS ON THIS LETTER

DON: NO. HE SENT ME SOMETHING SIMILAR AND SAID THAT AAHH HE WAS STILL TALKING TO SOME PROSPECTIVE PARTNERS IN IT AND THEY MIGHT RUN IT AT A LATER DATE. THAT WAS HOW HE LEFT IT.

MIKE: RIGHT

DON: BUT HE MAY HAVE BEEN ... WHEN HE WROTE TO YOU AAAHMM OF COURSE HE WOULD HAVE KNOWN THAT WE WERE APPROACHING WOOLWORTH ETC AND OTHER PARTNERS.

MIKE: RIGHT

DON: ... BECAUSE I COPIED HIM ALL CORRESPONDENCE

MIKE: RIGHT

DON: AND THEY ALL GAVE A POSITIVE RESPONSE

MIKE: RIGHT

DON: AAHHMM

MIKE: THAT WAS ON THE 4TH AUGUST AND...

DON: RIGHT, RIGHT OKAY. THANKS VERY MUCH FOR LETTING ME KNOW.

MIKE: OKAY

DON: I WOULD SUSPECT THAT THEY DIDN'T APPROACH THEM DIRECT THEN ... IN THAT CASE. I ... I THINK THAT HE KNEW THAT WE WERE APPROACHING AND IT WAS THE MIX UP WAS THE AAHHM ... WAS THAT THE OTHER PROMOTION WAS VOUCHERS AND THAT SOMEONE AT WOOLWORTH THOUGHT IT WAS THE SAME THING.

MIKE: OH RIGHT.

DON: OKAY. WELL IT WAS WORTH THE ENQUIRY AND I ... I AT LEAST IT'S CLEARED THAT UP IN MY MIND. (LAUGH)

MIKE: (LAUGH)

DON: THANKS VERY MUCH FOR LETTING ME KNOW.

MIKE: CHEERS

DON: IF AAAHHMM YOU MAY BE READING ABOUT THIS. AAHHMM. I AM SURE THAT SOME OF THIS MAY LEAK INTO THE PRESS BEFORE VERY MUCH LONGER ... IN THE MARKETING PRESS... AND AAHHMM

IF WE CAN BE OF ANY ASSISTANCE ... IF YOU DO FIND THAT YOU
HAVE GOT A PROBLEM.

MIKE: I WOULD CERTAINLY KEEP YOUR NAME JOHN.

DON: YEAH. PLEASE AND I'LL LET YOU KNOW HOW WE ARE GETTING
ON. (LAUGH)

MIKE: OF COURSE (LAUGH)

DON: OKAY.

MIKE: THANKS A LOT.

DON: THANK YOU.

MIKE: BYE

DON: THANKS. BYE.