

Briefs

**Play.com** has teamed up with Figleaves.com for a Valentine's Day initiative. The tie-up, created by Cocktail Marketing, will see Play.com offer customers a 20% discount at the underwear retailer until the end of the month.

**Dogs Trust**, the canine welfare charity, is running a Valentine's Day direct mail campaign. Created by 141 Worldwide, the activity will target donors from the charity's database. The work uses the line 'This Valentine's Day, you can help turn our lonely hearts into happy hearts!'

**Simply Be**, an online catalogue-fashion retailer, is embarking on a DRTV strategy to attract younger and more fashion-conscious female customers. The drive promotes its spring/summer collection in a 30-second ad created by Principles.

**Royal Mail** has lost its contract to handle the BBC's TV Licensing business, worth an estimated £8m a year. The account has been awarded to Business Post, which will take over the work on 1 April.

**Christian Aid** has teamed up with Affiliate Network to boost sales on its Present Aid gift website. The international development charity will offer sales commission on products sold through partner websites.

**Nightingales**, a female-clothing brand, has appointed Evolution Direct Marketing to manage its 200,000 strong mail-order customer database. The database is comprised predominantly of women over the age of 45.

**Soreen**, the malt-loaf brand, is running a campaign on posters and supermarket-trolley cards. One execution, created by Gridsale Lesniak Swann, features a man who claims to eat anything in a Soreen wrapper—even a tarantula.

**Sage**, a business-management software and services provider, has hired direct agency Propaganda to handle its marketing.

# Luxury resort launch task goes to Publicis

By Ed Kemp

Serrenia, a £1.4bn luxury resort in the Egyptian Red Sea, has hired Publicis Dialog to promote its launch.

The agency was appointed to the pan-European brief following a pitch against three undisclosed agencies. The resort, designed by award-winning architects Foster & Partners, plans to spend £3m on marketing in the UK.

The agency will undertake an integrated global brand-development project for the venture. Its work, which will comprise direct and on-line activity as well as brand planning, is due to break in the next six weeks. It is understood that the brief could also include the creation of a DRTV ad campaign.

The Serrenia complex comprises a 200-room, seven-star hotel, offering 24-hour butler service, a golf course and leisure spa. Other



Serrenia: £1.4bn Red Sea resort designed by Foster & Partners

services on offer will include the hire of private jets and helicopters.

The project, developed by Shaheen Business and Investment Group, also includes an international marina, where guests will be able to moor yachts. A 10,000m<sup>2</sup> retail district, meanwhile, will contain a shopping centre, night-clubs, bars, restaurants and a sports club. It will also house a dedicated fire brigade.

The company plans to replicate the Serrenia complex in

the construction of further developments. Work on the Red Sea location begins this year, with the opening date scheduled for the first quarter in 2010.

Last autumn, Serrenia hired direct agency 2C to create the first wave of brochures, direct mail and advertising for the resort (*Marketing*, 25 October). It is not known whether 2C will continue to work on the launch following Publicis Dialog's appointment.



Land Rover: Freeland 2 push

## Land Rover rolls out 'tarot' drive

Land Rover is supporting the launch of its Freeland 2 with a direct mail drive.

The campaign, by Craik Jones Watson Mitchell Voelkel, expands on the marque's latest TV ad, which features a woman reading a man's fortune using tarot-style cards.

The mail pack contains 12 cards featuring images of the vehicle and with titles such as Strength, Power and The Wild Card. Each also carries predictions, including 'There will be obstacles in your way, but that's no problem for Freeland 2'.

A leaflet adds that the cards predict the recipient will test-drive the vehicle. It lists a contact number and flags up a website where a test-drive can be requested.

## BHF in valentine message service

The British Heart Foundation (BHF) is aiming to raise funds through a Valentine's Day-themed voicemail initiative called 'Love note'.

The activity, created by Head London, will be supported by banner ads, email activity and a MySpace page, which will offer a range of third-party incentives.

Consumers will be urged to visit a dedicated website, where they will be offered a choice of a 'sweet', 'saucy' or 'sexy' message to send.

The recipient will then be sent a text or email alert containing a number they must call to receive their voicemail message. Calls will be charged at £1, with 64p going to the BHF Valentine's Appeal.

Last month the BHF began an affinity marketing campaign targeting 200,000 potential donors in the run-up to Valentine's Day (*Marketing*, 24 Jan). For every Hallmark card sold by the Co-op, 5p will go to the charity.

### Direct choice

NSPCC



Simon Frank  
Joint creative director,  
Cascaid

When this little number appeared on my desk in its alluring see-through plastic outer, my fingers trembled with anticipation. A grim-faced man stared out at me, lit by a dim bulb – a paedo if ever I've seen one. The headline – 'Every day this man scours the net for child porn' – backed up the assumption. I was on the verge of shouting 'hang the bastard' when the second part of the headline caught my eye – 'We'd like you to help him.' Eh? The explanation, it transpired, is that the man is an internet policeman who tracks down paedophiles. It's like a well-timed joke. It got me and I'm reading, and that, as they say, is 99% of the job done.

**Reuben Turner, joint creative director, Cascaid, responds:** It's cute. Neat idea, lovely art direction and concise copy. It stretches the brand and I read it cover to cover, twice (took about 45 seconds). Unfortunately, it doesn't tell me why I should give the NSPCC my money, which I thought was its job. I already pay Mike the policeman's wages through my taxes and while I am told that the NSPCC works with him to prevent online child abuse, I don't know how. It's the germ of an interesting story, but I still don't know what my money will do. Maybe the ask is the problem; there is a sense that as it's only £2 a month, there's no need to explain.



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