



# the women's periodical

August 1982

## Butter revamps approach for women's press

The Butter Information Council is launching its first women's press campaign since the controversial "Sorry Marge" ads two years ago. The new campaign, created by BIC's agency Dorland Advertising, is totally different in style. There are three colour spreads, each with the statement "Butter me" on the left-hand page and an enlarged colour shot of foods associated with butter on the right. The three shots feature French bread, baked potatoes and boiled eggs and toast, and include the Dorlands line "No buts, it's got to be butter".

The £300,000 burst will run in *Woman, Woman's Own, Woman's Realm, Cosmopolitan, Woman and Home, She, Family Circle* and *Living* for two months. The creative work on the campaign was done by writer Andy Green and art director Gary Woodward. The BIC spends an annual £2 million through Dorlands, three-quarters of which goes on TV with the remainder in press. Advertising tends to be concentrated into three main bursts.

## Men's fashion magazine set for spring debut

"Not one unclothed boob or bottom in sight" is the claim made by the publishers of a new men's magazine, *Style for Men* goes on sale in May with an initial print run of 70,000.

Published in collaboration with the Men's Wear Association of Britain (MAB), *Style for Men* will be a point-of-sale magazine for the association's 7,000 members who account for 70 per cent of menswear retailers in the UK.

Chairman and editorial director of Style Magazines John Taylor said the new title would report trends in menswear and consumer goods, bringing "a refreshing change to the publishing world". The second edition of *Style for Men* will be issued in October.



The Whitbread video unit in action.

For example, video cassettes may be mailed to selected homes, featuring time share schemes, country clubs, exclusive housing developments, private medical care or access to limited edition art reproductions. The unplayed cassette is a teaser, so any proleat one play.

The educational possibilities of home video are immense, both for hobby development, such as golfing or gardening, and for more prosaic subjects like basic French or "O" level maths.

As a communications medium, the video cassette could replace the tape cassette, both for family news and inter-company information. The compatibility of the hard and software used in both domestic and commercial fields can be used to great benefit by retailers, because it allows the opportunity to integrate the self-in to the retailer, backed-up by TV commercials, in-store demonstration and cassette products to take home and view to gain fuller information about the product's capabilities. Then follow-up cassettes featuring associated items, other co-ordinated products in the range or additional accessories could be offered.

In this way the creative use of video can compensate for lack of personal service and skilled advice, by recreating the presence of experts in the shop and at home.

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## Indoor cricket at Brighton

The report and photograph about the new sport sponsors deal (*Campaign*, 30 April) may have given the impression that Sports Sponsorship International stages the Wadhams Stringer Trophy — the indoor cricket competition at the Brighton Centre.

In fact, the event is an innovation by any company which stages it in partnership with the Test and County Cricket Board.

George Hendon  
Director  
George Hendon Associates  
Dale Place  
Rake  
Liss  
Hampshire

The report said that SSI was involved in the staging of the event. No wrong impression was given.

## Walkers Crisps and Meares Langley

Following the reference to Doyle Dane Bernbach making its debut for Walkers Crisps (*Campaign*, 7 May) I would like to point out that DDB handles the advertising for Walkers' snacks division only. The main product — Walkers Crisps — is handled by Meares

## Benns launches new trade paper

Benn Publications is launching a new magazine in September, *Large Mixed Retailing*, to service the rapidly expanding mixed retail industry.

Mixed retailing, the diversification of specialist stores into other markets, is the fastest growing section of the UK retail industry.



*Large Mixed Retailing* is heralded as the "magazine of non-foods management" and according to editor Mike Newman it will supply information to multiples who want to expand their product base to a more suitable balance in-store.

"There has been massive diversification in retailing in recent

...ant to  
...at men,  
...ives me up  
...rrogance, or  
...ir drunkenness and  
...or their patronising  
...ning a woman does. No, it  
...ion, which I ask myself in  
...of the darkest night, over and  
...gain, but can never find the answer  
...why are men so fucking nosy?

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