



### Money for words

A new in-pack word game from **Silk Cut** offers the smoker who buy their cigarettes from a vending machine the chance to win cash prizes.

"Word Play" can be found only inside vending packs, and invites entrants to make up a word from a choice of nine letters, each of which has a points value. The aim is to match or exceed the target score that appears on the card. Entrants sending off five winning cards will receive a £3 cash prize, and there are no losers, as entrants sending off five incorrect cards will be rewarded with a £1 cash prize.

'Word play' is predicted to be a popular follower to Charades, the previous puzzle found in Silk Cut vending packs, and will continue until the end of May.

Gallaher Ltd, Members Hill, Brooklands Road, Weybridge, Surrey KT13 0QU. Tel: 0932 859 777.

### Old Holborn push

Heavyweight advertising for **Old Holborn**, Gallaher's best selling dark tobacco, has kicked off 1991 with a new treatment in the 'Artefacts' campaign.

'Sardine Tin', showing six sardines and a packet of papers crammed in a tobacco tin, is a highly visual extension to the powerful advertising for Old Holborn which increased its share of the hand-rolling market last year.

It carries the copyline 'There will always be someone who isn't smoking Old Holborn' together with a visual of the new blue and orange Old Holborn pack.

Full colour advertisements are appearing on prime poster sites nationwide and the brand is being supported by sales promotions and publicity activity.

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### Silk Cut enigma

The latest press and poster advertisement from Silk Cut is probably the most enigmatic yet. Currently seen on hoardings across the country, as well as in national dailies, magazines and Sunday newspapers, on first glance the poster may seem to be simply a swath of silk. However, look again and the image of a face appears.

Gallaher Tobacco Ltd, Members Hill, Brooklands Road, Weybridge, Surrey KT13 0QU. Tel: 0932 859777.

### Lighters

#### Flick sees lighters as new fashion accessories

Flick Lighters are described as safer, cleaner and more stylish than matches. PSL of Manchester parent company of Flick Lighters Ltd claims that "This is the era of Flick designer lighters", and probably the biggest single distributor of gift lighters in the UK;

The Flick range includes petrol filled models, and in the electronic piezo ignition modes a variety of finishes in enamel, etched and photo-portraits for eye appeal. The range has over 200 standard Flick lighters to choose from and with card displays of 6 and 12 lighters, no retailer is required to overstock on limited lines, minimum orders of only six cards being expected.

The range also includes gift sets of matching ballpoint pens and lighters and presentation items for clubs and companies. Prices are such that restaurants and hotels can afford to give their own branded versions.

The majority of Flick Lighters are in the 'up to £10' slot and full details are obtainable from:-

Flick Lighters Ltd, 9 Stocks Street, Man-

## CALENDAR

### 1991

#### APRIL

- 15-17 WCTA National Confectionery and Tobacco Trade Show, Penns Hall, Sutton Coldfield.
- 18-20 AVEX '91, International Vending Exhibition, International Convention Centre, Birmingham.

#### MAY

- 14-18 Harrogate Gift Fair, Harrogate Exhibition Centre.

#### OCTOBER

- 30 Sept- NATOBAX '91, St John's Swallow Hotel, Solihull, West Midlands.
- 2 Oct