## Document 0280

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' Frequent Drinker ' Offer Stirs Up Spirited Debate

a:e-p n:x _ named:x-c v_up:e-i-i _ a:e-p n:x
 Under the program , dubbed Chivas Class , customers who send in two labels from Chivas bottles will receive an upgrade in seating class on some Trans World Airlines flights pre-u-i q:i-h-h n_of:x-i v:e-i-i-i named:x-c n_of:x-i n_of:x-i p:e-u-i q:i-h-h named:x-c name
      But at a time of mounting concern over alcohol abuse , some liquor marketers consider Seagram 's frequent buyer promotion risky . c:i-i-i p:e-u-i q:i-h-h n_of:x-i _ v:e-i-p n:x p:e-u-i n:x n_of:x-i _ q:i-h-h n:x n:x v:e-i-i-h named:x-c _ a:e-p n_of:x-i n_of:x-i a_for:e-p _
 "I 'm surprised they 're doing this , " says Penn Kavanagh , president of Schieffelin & Somerset Co. , which markets Johnnie Walker scotches pron:x a_atie-i-h pron:x v:e-i-p x:x v_to:e-i-h-i named:x-c named
                                        (ARG1)
     Others question the impact on Chivas 's upscale image of a promotion that has customers soaking off labels n:x v:e-i-p q:i-h-h n:x p:e-u-i named:x-c _ a:e-p n_of:x-i p:e-x-i q:i-h-h n_of:x-i _ v_prd:e-i-i-h n_of:x-i v_off:e-i-i _ n:x
"
It 's really bizarre , " says Albert Lerman , creative director at the Wells Rich Greene ad agency pron: x : x:e-u a:e-p _ _ v_to:e-i-h-i named:x-c named:
                                                                                                                                                                                                                                                                                                      ______rather+than_c
  "Chivas has an image of something you would savor , rather than guzzle . "
named:x-c v:e-i-i q:i-h-h n_of:x-i _ thing:x pron:x v_modal:e-h v:e-i-p _ _ _ v:e-i-p _ _ _ _ .
   [20280011]
     Chivas Class is n't the first such promotion named:x-c named:x-c v_id:e-p-i v_id:e-p-i q:i-h-h ord:i-i-c a:e-p n_of:x-i
Last year , J&B Scotch offered 500 TWA frequent flier miles in exchange for a label . q:i-h-h n:x _ named:x-c named:x-c v:e-i-p card:i-i-c named:x-c a:e-p n:x n:x p:e-u-i n:x p:e-u-i q:i-h-h n:x _
And Dewar 's gave discounts on Scottish merchandise to people who sent in bottle labels . c:i-i-i _ _ _ v:e-i-i-i _ n:x _ p:e-u-i _ a:e-p _ n:x _ _ n_of:x-i _ v_in:e-i-i _ n_of:x-i _ n:x _ _
   But the scope of Seagram 's Chivas promotion sets it apart . c:i-i-i q:i-h-h n_of:x-i _ named:x-c _ named:x-c _ nof:x-i v_apart:e-i-i pron:x _ _ _
     The current campaign is just the first leg of an a q:i-h-h a:e-p n:x v_id:e-p-i x:e-u q:i-h-h ord:i-i-c n:x p:e-x-i q:i-h-h
                                                                                                                                                                                                                                                                                                                                                three-to-five-year direct marketing plan n:x a:e-p v:e-i-p n:x
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