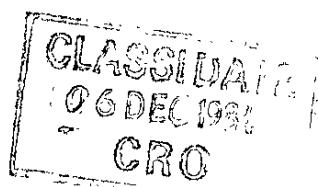


WIGHT COLLINS RUTHERFORD SCOTT (HOLDING) LTD. P.L.C.

1403668

ANNUAL
REPORT &
ACCOUNTS
YEAR ENDED
30th APRIL
1984



32 NOV 1984
C.R.O.

WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

140368

ANNUAL
REPORT &
ACCOUNTS
YEAR ENDED
30th APRIL
1984

ROBIN WIGHT

RON COLLINS

ANDREW RUTHERFORD

PETER SCOTT



12 NOV 1984



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WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

MANAGEMENT
SECTION



CHAIRMAN'S STATEMENT

In the last 12 months we welcomed many new shareholders, including several major institutions.

But there's one group of shareholders who have a special contribution to make to Wight Collins Rutherford Scott.

They're the 107 people (out of our staff of 111) who work in the agency itself.

In my opinion, the fact that 96% of our staff own shares in WCRS has more long term significance than any of the impressive figures you can read on the right.

One of the major reasons for going public in 1983 was to achieve exactly this widening of shareholding within the agency.

It gives us a major advantage over privately owned agencies in competing for the talent on which our continuing success depends.

The fact that the former Creative Director of Britain's 6th largest agency and a Senior Vice-President of America's third largest joined us last year shows how well our share schemes work in practice.

And it is firm evidence to our clients that as we expand we will not allow our talent base to be diluted.

The breadth of our shareholding has a further benefit.

It is illustrated by the fact that anyone who rings our agency at 8.30 in the morning will find plenty of people to answer the phone.

And that 12 hours later many lights will still be burning brightly as others stay late to make that little extra effort that turns ideas that are merely good into ideas which are even better.

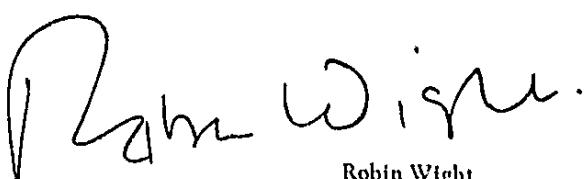
I am sure that this sense of involvement in the agency and above all this enthusiasm is heightened by direct participation in our performance as a company.

For even though it doesn't show in the balance sheet, enthusiasm is perhaps WCRS's greatest single asset.

Talent without enthusiasm inevitably withers into cynicism. Enthusiasm without talent is never more than bluster.

It is the rare combination of the two that lifts this agency above its rivals. I am sure it will produce further impressive results in the next 12 months.

We remain well on course with our second five year plan. I am confident that with the help of at least 107 of the shareholders I will be able to report in 12 months' time that progress has continued.



Robin Wight

FINANCIAL HIGHLIGHTS
YEAR ENDED 30th APRIL

	1984	1983	INCREASE %
Turnover	£26.6M	£18.8M	42
Profit before Tax	£955,000	£516,000	85
Earnings per Share	19.5p	9.5p	105
Dividend per Share	4.0p	2.75p	45



MANAGEMENT REPORT

The last year proved to be another good one for the advertising industry and an even better one for WCRS.

Much has been written in recent years about advertising's resilience to the recession. All in all the sector, buoyed by high consumer spending, weathered the storm well; now with the economy emerging from years of trauma, advertising expenditure is again moving well ahead. 1983 brought a 8% real increase over 1982; 1984 is forecast to grow a further 7% over 1983.

WCRS enjoyed another record year. Turnover moved ahead by 42%—our fifth consecutive year of growth. By the end of 1983, Campaign magazine put us as the 24th largest agency in the UK. Profits before tax rose by 85% (1983 figures after exceptional item).

But the figures only tell a part of the story. The success of the agency relies heavily on the success of our advertising and of our clients' brands in the marketplace. Not all can be listed here, but highlights during the year included:

*BMW achieving record sales for the third year running.
Sales have nearly doubled since we began working together in 1980.*

*Carling Black Label strengthening its position as brand leader
in the lager market – despite an unparalleled frenzy of new brand
activity aimed at undermining its position.*

*The Leicester Building Society achieving its fastest rate of growth
in six years.*

*3M Scotch video cassettes storming to market leadership after just
four weeks of advertising.*

*Qualcast making meaningful share gains –
helped most recently by the launch of Mow 'n Trim –
the most successful mower launch ever.*

*Philips Double Action Philishave spearheading that company's
successful defense of market leadership in the electric shaver market.*

*The successful launching of a range of Frozen Indian Dishes for
Sharwood's.*

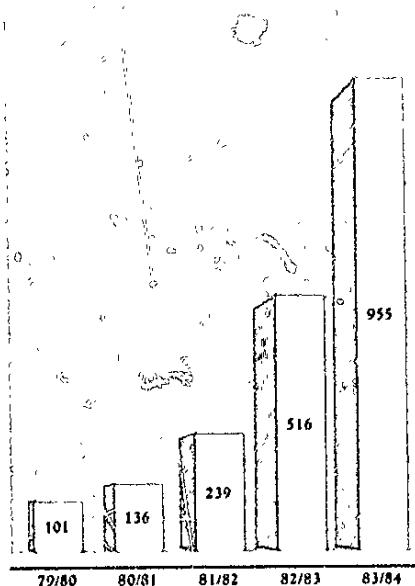
*The launch of Chicken Chrunchies for Buxted: in area tests the appeal
and advertising sensitivity of this exciting new product underline the
importance of innovation in frozen convenience foods.*

*Duckhams counter-attacking against the all powerful market
leader, Castrol – under the banner of 'Duckhams Hypergrade –
the Engine's Choice'.*

TV & PRESS ADVERTISING EXPENDITURE 1981-1985		
AT CURRENT PRICES		
	£M	% INCREASE
1981	2292	
1982	2528	10
1983	2878	14
1984 FORECAST	3252	13
1985 FORECAST	3565	10
AT CONSTANT (1975) PRICES		
	£M	% INCREASE
1981	1045	
1982	1064	2
1983	1156	8
1984 FORECAST	1240	7
1985 FORECAST	1289	4

(Source, AA Forecast May 1984)

PROFIT BEFORE TAX IN £'000



We take as much pride in our clients' success as we do in our own and we are pleased that our efforts have contributed to their business development.

Throughout our five years of organic growth, international mergers and acquisitions seem to have become a management preoccupation for much of our industry – a management preoccupation spurred on, so we are led to believe, by visions of global brands and global agencies overwhelming domestic talent.

This is not a vision that we share. Whilst a case for international agency alignment can undoubtedly be made (as it has been for many years by US agency groups and certain clients such as Philips), our own analysis suggests that less than 10% of the total advertising business that moved in the UK during the last twelve months was guided by this need. Indeed this agency is already working with 10 multi-national clients who have chosen not to align their business in this way.

Perhaps the trend to multi-national agency alignments will gather pace as new communication techniques begin to take hold, but the future of cable and direct broadcast satellite (DBS) television looks increasingly unsettled: it would be rash to believe that change, when it comes, will be sudden or absolute.

British advertising is recognised as being the best – judged by creative excellence and effectiveness – in the world.

Despite the American-led invasion of British advertising agencies that occurred throughout the 1960s and 1970s, it surely is no coincidence that seven of the top 20 agencies are again British owned? (It will be remembered that Saatchi & Saatchi got to number one in the UK well before moving into the international sphere).

So whilst acknowledging that the mergers and acquisitions happening around us may make our ambition of becoming a top 15 agency by the late 1980s more difficult, they will probably make our ambition of becoming the number one agency by reputation somewhat easier. At the moment, we remain convinced that organic growth continues to deliver the best results to our clients, our colleagues and our shareholders.

Any review of the year would be incomplete without a commentary on the increasing number of agencies moving into the public sector. Three agencies have followed our path; as we write, others are thought to be close behind. Past nervousness that the disciplines of a well run business would be in open conflict with a creative environment has been put well behind us by the new wave of professional agency management.

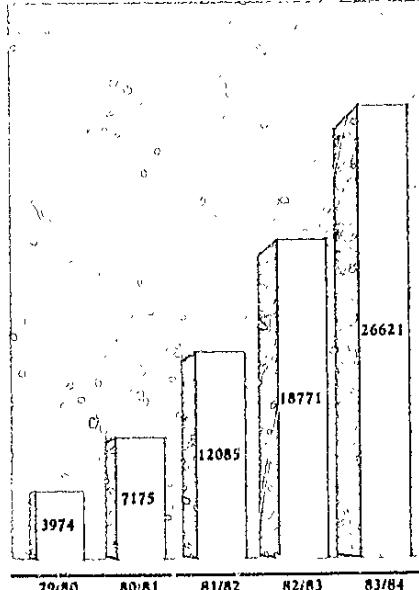
The most creative agencies are now amongst the best managed – a move which has proved as good for the industry as it has for the sector.

For us the year, our first as a public company, brought considerable change. In preparing our five year plan last year, we recognised that certain structures and attitudes would need careful re-examination if we were to move smoothly from the youthful exuberance of a small agency to meet the demands that the next five years would present.

Amongst the most important changes made were the appointment of Andrew Cracknell as Creative Director and Max Bisset as Joint Managing Director.

Andrew's arrival underlines our commitment to building the very best creative team and reputation in town (WCRS continues to spend 35% above the industry average on its creative department payroll) – a task made easier since his appointment has freed Ron Collins and Andrew Rutherford (founding Creative Partners) to spend more of their time on the creation of advertising.

TURNOVER IN £'000



As the agency has grown, the demands on management have grown dramatically. It has always been our passionate belief that the management of this agency must always remain heavily involved in the business of advertising — never becoming a detached or remote group reduced to managing the business.

The appointment of Max Bisset as Joint Managing Director last year has enabled us to ensure that this attitude continues in practice. Max joined the agency after 15 years with Ogilvy & Mather (New York) bringing with him much recent large agency and international campaign management experience which will benefit us greatly in the years ahead.

Many other new faces have joined us over the last year. We welcome them all for their enthusiasm, professionalism and energy and believe that we have an enviable talent base from which to pursue our goals. It is rewarding to note that over 95% of our staff are now shareholders in the agency.

Success in advertising is measured in many different ways. Business growth remains the most visible; during the last year we have been delighted to add Sharwoods, Blue Circle, Duckhams, ITT, Qantas and Varta as new clients to the agency. Along with these new clients, we have enjoyed votes of confidence from Thomson Travel, Bass, RHM and the Observer, increasing to 15 the number of clients who have appointed us to second or third projects since first coming to the agency.

The year saw the company take its first cautious steps beyond the agency through a joint venture in Parkway — a studio/finished art company in which WCRS is a minority partner. Though it is too early to judge what impression this will make on our profit performance in a full year, early trading results are encouraging. Our policy will be to continue to pursue similar low risk opportunities, providing — as in the case of Parkway — they do not lure management away from its central task of developing the agency.

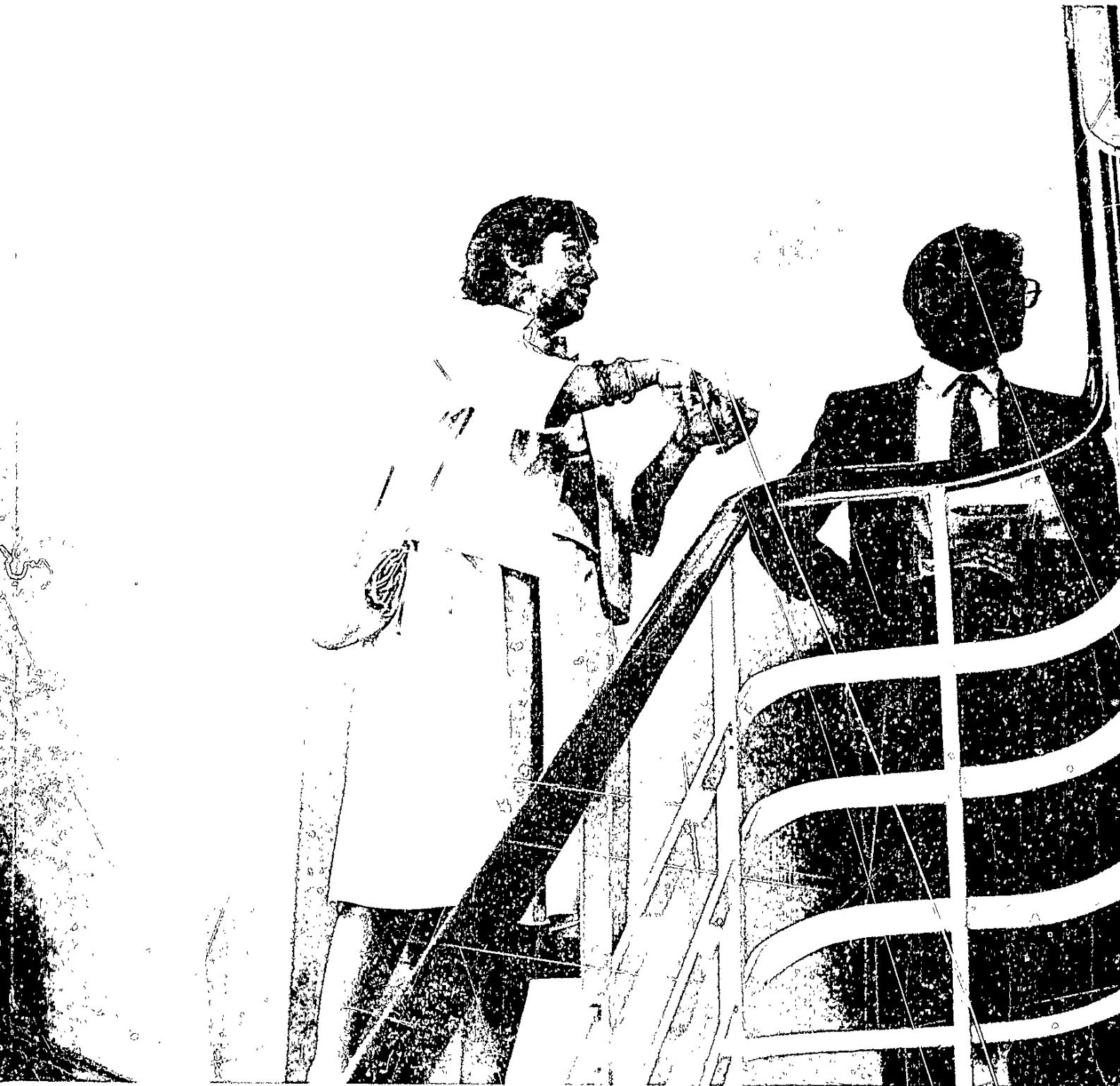
THE YEAR AHEAD

The year ahead promises to be no less challenging and rewarding. Already we have welcomed Siemens and Lunn Poly to our client list; Lunn Poly represents our third assignment from Thomson Travel. Also Bass have appointed us to centralise the media buying for all their beer brands — this is a tremendous endorsement of the media value already generated for our clients and a demonstrable justification of our commitment to providing the best possible resources for our clients.

Later this year the agency will seek approval from the Council of the Stock Exchange to apply for transition from the USM to a full market listing. After five successful years' trading we feel the company and its shareholders will benefit from this move.

We also plan to increase our capital base by means of a 1:1 capitalisation issue as detailed in the Notice to the A.G.M. All in all we believe that the agency is well poised to continue strong organic growth, in the process strengthening our commitment to existing clients.

Peter Scott



Marie-Stella Ray demonstrating the kangaroo hop to Peter Scott after winning the Qantas account.

5TH FLOOR
ACCOUNT HANDLING
BUSINESS DEVELOPMENT
BOARDROOM
CONFERENCE ROOM

4TH FLOOR
MANAGEMENT

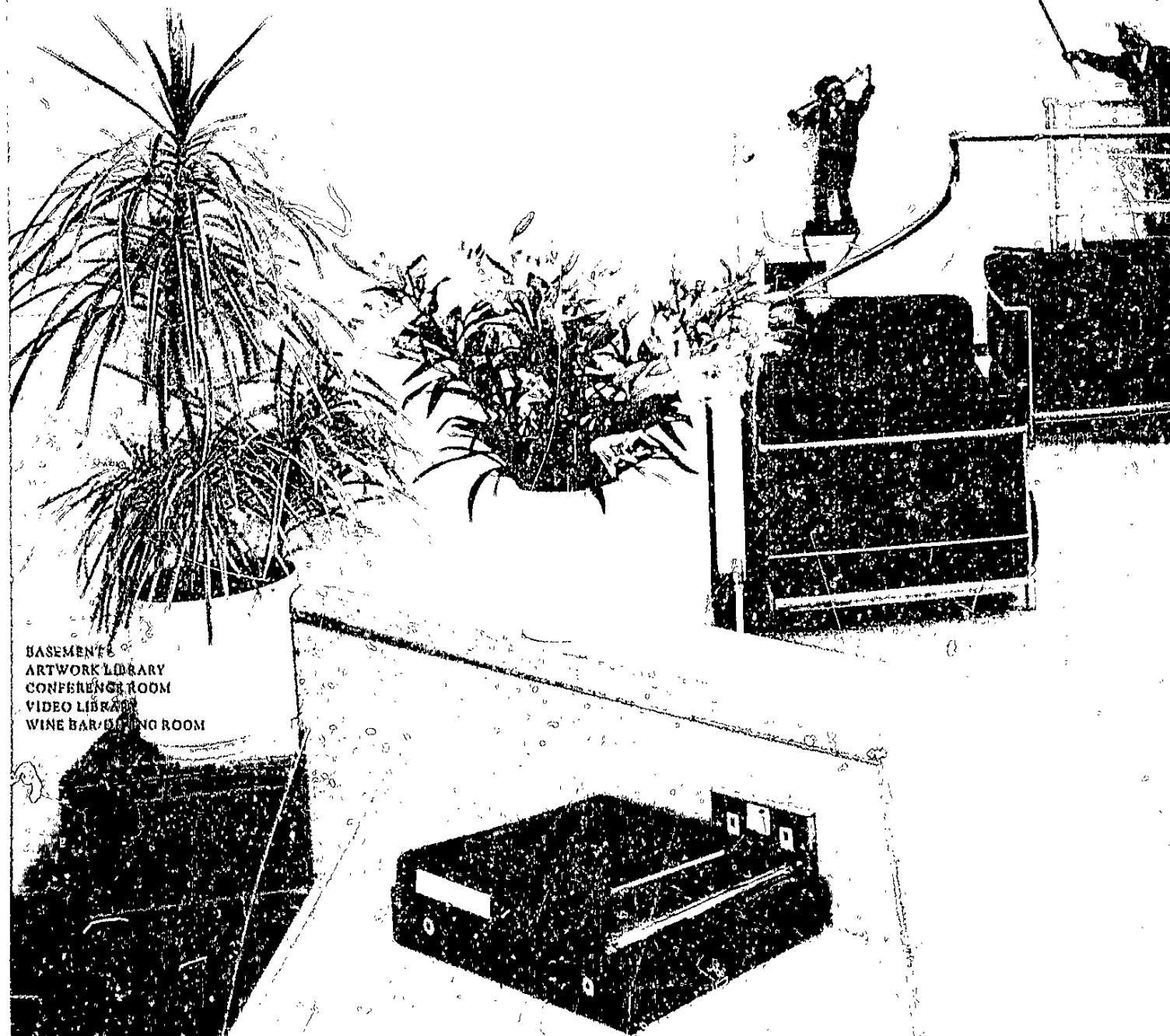
3RD FLOOR
CREATIVE TEAMS
TELEVISION
TYPOGRAPHY

2ND FLOOR
ACCOUNT HANDLING
INFORMATION
MEDIA
PRODUCTION/TRAFFIC
PLANNING

1ST FLOOR
ACCOUNT HANDLING
MEDIA
PLANNING

GROUND FLOOR
ADMINISTRATION
FINANCE
RECEPTION
STUDIO/PHOTOGRAPHY
VIEWING ROOM

BASEMENT
ARTWORK LIBRARY
CONFERENCE ROOM
VIDEO LIBRARY
WINE BAR/DRINKING ROOM



WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

THE
AGENC



THE AGENCY OF TODAY

When the four names over the door joined ranks they could little have believed that only 5 years later they would be controlling an agency with 111 people and forecast billing of £40m. The success has come because their going-in principles, ideals and business philosophy have been retained. To these they have added further staffing resources and modern sophisticated administrative operating procedures.

The three to one creative to manager mix was deliberately established to offer clients what in the end they are paying for: 'advertising that makes brands famous and so sells the product'.

Today the focus of attention continues to be the production of brave uncompromised advertising. This ideal has led to a creative reputation as a hot-shop. The rigorous thinking behind the work has been too easily disregarded.

The philosophy that the partners instigated from the outset and which continues to be upheld by the agency is that every product has a strength. The WCRS philosophy is to find that strength and to then produce great advertising based simply around this proposition.

Accordingly WCRS advertising is based on extensive research and understanding of the product and its application.

It is because of the time and resources involved that the agency has always refused to make speculative creative presentations, believing that new business pitch situations rarely are consistent with a thorough and extensive understanding of the product or service, and that creative work developed to win an account seldom is the work that actually runs.

WCRS believes that only through a comprehensive understanding of the client organisation, how the brand or product is manufactured/produced and the consumers' attitude, can relevant advertising be evolved.

The agency wants to work with clients who expect that commitment from their agency and who are brave enough to back the creative work that is developed. Furthermore, WCRS wants its top creative talent to be put against the needs and requirements of the existing clients, who after all are paying the bills.

Importantly, the partners joined forces not simply to make money, but because they loved the business and wanted to raise the standards of the product. It is the love, this belief and the understanding of great advertising that has meant that clients who retain the services of WCRS can expect the close involvement of the founder members. Indeed, it is this involvement at the grass roots level that drives the agency, with energy, enthusiasm, and commitment. Every client and every member of the agency knows and works alongside the partners, thereby processing the standards laid down at the outset. As a recruitment policy, all new people are vetted by the management to ensure that they will

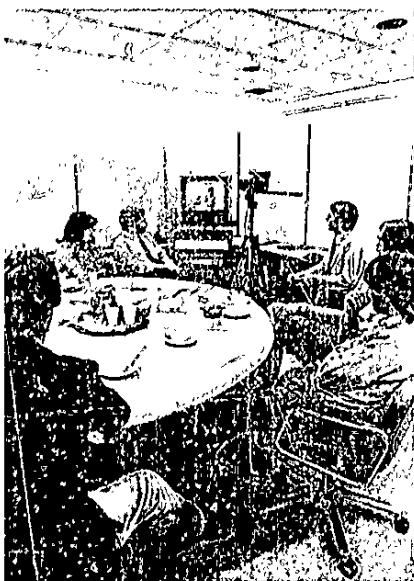


EVERY CLIENT and every member of the agency knows and works alongside the partners.

8.50 Actuality

The last of a series of montage documentaries. The Young Campaigners... a chocolatey word to describe the texture of biscuit... how about yum-yum for the outside and scrunchy for the inside? Tell the client I don't want to say 'least expensive', I want to say 'cheapest'. I do have qualms about bursting into the living rooms of unemployed people and flaunting things they can't afford to buy. Actuality eavesdrops on the young campaigners at the London advertising agency Wight, Collins, Rutherford, Scott.

Researcher JULIE SIMMONS
Producer PETER EVERETT
BBC Manchester



ACCOUNT MANAGERS Training Course
In progress. Developing the highest skills
and professionalism.



STUDENTS UNDER SUPERVISION participating
directly in the Creative Department.

preserve the hardworking and energetic dynamism reflected by its management.

Wight Collins Rutherford Scott's positioning is to seek and find a great advertising idiom emanating from the product itself. This will provide and maximise the advantage in the marketplace whether that be based on product differential or image values.

Max Bisset, Joint Managing Director

SUCCESSFUL HANDLING OF £40M OF MEDIA EXPENDITURE

WCRS today handles approximately £40m of media expenditure, from space units costing as low as £1.55 to over £35,000. This demands tight administration. To help us continue providing first-class service to our clients, we have installed the Donovan computer system. This not only provides us with leading edge technology, but also the capacity for considerable growth in the future.

Television, which represents some 60% of our media expenditure, and the complicated negotiation process involved, require the most sophisticated computer technology available. Television airtime is a very scarce commodity, is highly perishable, and each spot transmitted has on average been cancelled and re-booked at a different price 6 times before it is eventually transmitted. The buyer speculates on the potential audience and the price to be paid for each spot in competition with the other top buyers in London. Using our £20m television buying "clout", our performances, which are audited independently by our clients, are very competitive, delivering on average some 5% bonus airtime (value £1m) to make our clients' budgets go further.

Media planning, particularly in Newspapers and Magazines, requires a combination of innovative skills and negotiating prowess to be fully effective. At WCRS we believe the only sure way to achieve maximum impact from our media budget is by combining outstanding creativity with prime positions. We have, therefore, secured more of the prime positions available in key magazines and newspapers for our clients than any other leading Agency. Prime positions ensure the reader receives our clients' messages in positions with the highest potential for reader attention and memorability scores.

The sophisticated DONOVAN system is also paying dividends in providing instant access to sources of media planning data hitherto unavailable. Cross-tabulation techniques with AGB, IMS, NRS, TGI, Mediatel/Prestel, etc. allow us to provide truly effective media planning, since we have the most sophisticated array of hardware and software packages available.

We believe there is a strong relationship between skill and experience. For a young company we are recognised as having one of the most experienced departments in London, with 5 managers averaging 14 years in the media business.

The department contributes numerous professional papers for the industry, covering the whole area of new media technology, particularly Cable and Satellite Television. As a result, the leading Trade magazine - Marketing Week - has commissioned us to write the "Media Databank" for them every week. This has already been recognised as a very useful guide by marketing personnel, ensuring that WCRS media points of view are consistently well-known and widely discussed.

Our experienced department, armed with the most sophisticated computer technology, consistently demonstrates a significant media planning and buying edge over the competition.

Stephen White Media Director

EXECUTIVE DIRECTORS OF THE AGENCY



MARIE-STELLA RAY, PLANNER Marie-Stella started her working life at Ogilvy & Mather, spending six years in the Creative Research Unit, working on most of the Agency's national and International business. In 1976, Marie-Stella left O&M to join FCB as a Senior Account Planner. Her experience over 5 years covered FMCG accounts, consumer durables, travel and toiletries.

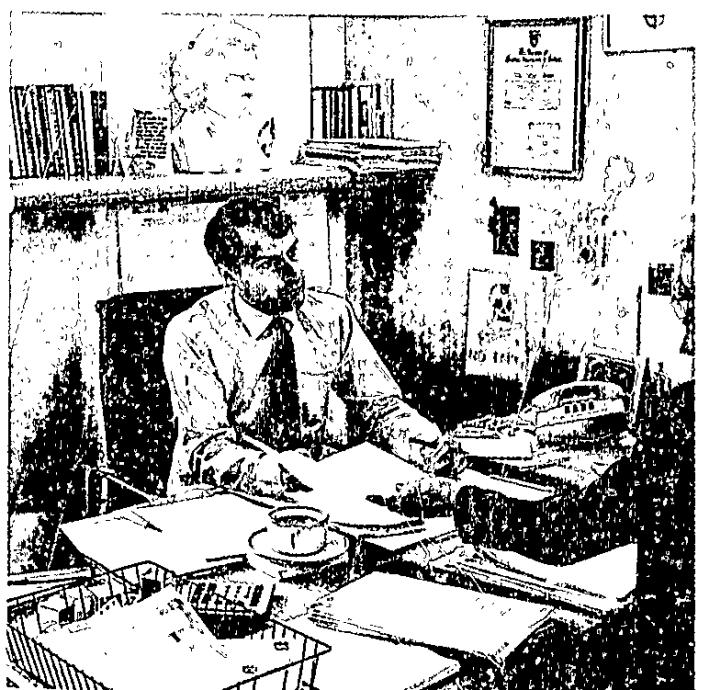
Marie-Stella joined WCRS in June 1981 and has been a major contributor to the strategic thinking on Qualcast, Leicester Building Society, Phillips, Johnson Wax, Famous Names and the Imperial Cancer Research Fund. She was co-author of the prize winning 1982 IPA Advertising Effectiveness Awards paper on Qualcast.



MAX BISSET, JOINT MANAGING DIRECTOR Max started his career at S H Benson (now part of Ogilvy & Mather), working on Doveil, Gillette and Unilever. After a spell with Everett, he moved to Ogilvy & Mather in 1965, working on Milk, Shell, Players, Unilever and Cinzano.

Max moved to Ogilvy & Mather, Milan in 1972 as General Manager. He co-ordinated international campaigns for Cinzano, Air Canada, American Express, Unilever and General Foods. Seconded to the World Wildlife Fund as International Marketing Director in 1976 for a two year spell, Max then moved to Ogilvy & Mather, New York in 1978 managing Unilever and Mercedes Benz. He was promoted to Senior Vice President and Group Director in charge of TWA world-wide in 1980.

Max joined Wight Collins Rutherford Scott in December 1983 as Joint Managing Director.



JOHN MCKIMMIE, FINANCE DIRECTOR After qualifying as a Chartered Accountant in Scotland, John spent three years in West Africa gaining post qualifying experience in the accountancy profession. On his return in 1974, he spent two years with the British Printing Corporation, before joining Benton & Bowles as Finance Director.

He joined Wight Collins Rutherford Scott in January 1982, and played a leading part in the move to the Unlisted Securities Market in January 1983.



CLAUDE KEITH, ACCOUNT DIRECTOR Claude's career began at Lloyds of London Insurance in 1969 followed by a spell at the Army & Navy Stores as Group Promotions Manager. Drawn towards advertising he started at the bottom in 1973 as messenger boy to Grey Research Department rising to head of Intelligence Centre. Moving in 1976 to account handling he worked on Procter & Gamble, Airfix, Kango, Rolls Royce, Revlon, Luis Gordon and A.G. Barr & Co Ltd graduating quickly to Account Supervisor.

Moving to New York in 1978 as Senior Account Executive on Procter & Gamble US, Claude was made a Board Director of the main agency in London in June 1981. In October 1983 Claude became Consultant and Business Development Director for Lerner & Grey Subsidiary working on Pearl Assurance, Mellita Bentz and Stafford-Miller.

He joined Wight Collins Rutherford Scott in May 1984 as Account Director working on Burtons and Qualeast as well as being part of the New Business team. His interests include writing, thoroughbred racing and his own event horses.



CHRIS CARROLL, ACCOUNT DIRECTOR joined Wight Collins Rutherford Scott in March, 1984 from Foote, Cone & Belding where he had been a member of the board. During his 4 years there, he was responsible for Wrigley's, Pizza Hut, Hewlett-Packard, Rimmel and Hoverspeed accounts. Prior to this he was the Account Director responsible for British Airways U.K. advertising.

Chris began his career as an Account Management Trainee at Dorlands. He moved from there to D'Acry MacManus Masius and subsequently to J. Walter Thompson.



STEPHEN WHITE, MEDIA DIRECTOR Stephen White started his advertising career in 1966 as a trainee at Lintas. He joined Vernons in 1969 as a Media Group Head and at that time succeeded in obtaining by examination, membership of the Advertising Association and of the IPA.

In 1971, he joined McCann Erickson as a Media Manager, becoming a full Board Director in 1976. A year later, he became a founder director of the Harrison McCann agency.

In 1979, he joined the then 3-month old Wight Collins Rutherford Scott agency to become their Media Director. He has represented the agency on numerous IPA committees, is a member of the Council of the Media Circle, writes frequent articles in the trade press and lectures on media for the IPA, CAM and other institutions.



JEFF MEERS, ACCOUNT DIRECTOR Joined BMP as a trainee after a short spell working as a Psychologist for the Navy. After 4 years as a Planner, working mainly on Unigate, Cadbury and Quaker, he switched to account management. Initially on St Ivel and Foster Grant's, he went on to make a name for himself launching Courage Directors, Best Bitter, John Smith's and Yorkshire Bitter, ending up as Account Director.

The famous award-winning campaigns created at this time included 'Gertcha', the 'Arkwright' and 'Big John' and John Smith's lager campaigns. Appointed Associate Director of BMP in 1979. Joined WCRS in 1982 to work primarily on Burton's and Qualeast. Co-authored the prize winning (2nd) IPA Advertising Effectiveness paper on Qualeast. Jeff now looks after BMW, 3M, and Chefaro.

WHO'S...



WHO.



Top row left to right:
Lee AMPAH *Harriet BARNE* J.
Judith BLUNDUN *Zena BOOTH*
John BOWMAN *Chris BROGAN*
Ivan BROSAN *Ierry BI HUMANN*
Jim BURDIS *Izzy CADMAN*
Peers CARTER *I.J. CHURCH*

Second row right to left:
Richard CLARKE *Stuart COLLINS*
Amingita DALE *THOMAS*
Anne DAVIN *Guy DAVILS*
Derek DAY *Rita DERMODY*
Mark DEVITO *Gracine FAD*
Karen FGAN *Lorna FAUDS*
Kathy FINNEY

Third row left to right:
Alasdair FRASER *Alison FRASER*
Nick FULFORD *Nick GAGE*
John GAMBLIS *Steve GOODRICH*
Sally-Ann GOLDFIELD
Melanie GREEN *Miranda GREY*
Steve GRIME *Jane GUILIVER*
Hakki HASSAN

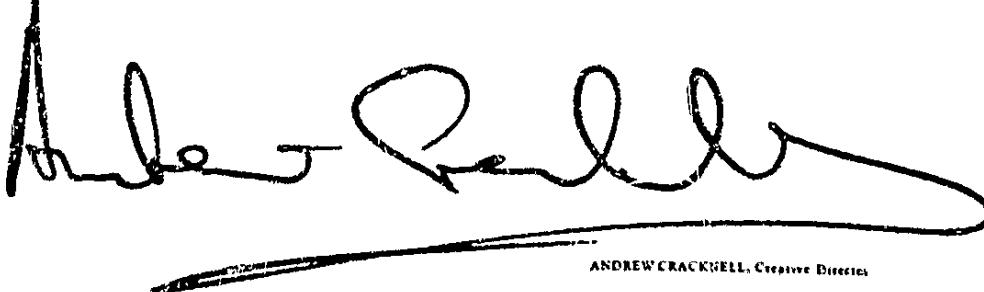
Fourth row right to left:
Ron HANLON *Caroline HANSIORD*
Laura HARRIS *Liza HAYES*
Cathy HENG *Jean HILL* *Miles HEWITT*
Tom HOLMES *Suzanne HORDOK*
Liz HUGEN *TOBLER* *Deirdre HUGHES*
Cheryl JACKSON

Fifth row left to right:
Karin JAMOTTE *Colin JELLINE*
Giles KEEBLE *Diana KELLY*
Nina KHAREGHAT *John KING*
Sue LAPSLEY *Andrew LAYZELL*
Mike LEWELLYN-WILLIAMS
Eleanor MCKEE *Gary MCLEOD*
Stuart MAIR

Sixth row right to left:
Carolyn METANA *Andrew MILLER*
Elaine MILLIGAN *John NAYLOR*
Claire O'ROURKE
Suzanne OPPENHEIM
Paul PATERSON *Graham PERRY*
Sarah PETCH *Chris PINNINGTON*
Ashley PRICE *Sue PRYKE*

Seventh row left to right:
Sue REED *Phil REEDY*
Nikki RICHARDSON *Paul RICHMOND*
Kate ROWLEY *Edward SARP* *Jo SMITH*
Brian STEWART *Neil STOCKDALE*
Linda STOCKTON *Mike TARRANT*
Carol TAYLOR

Bottom row right to left:
Matthew THEOKRITOPOU
Mark TOMBLIN *VaI VANDERKAR*
Danny WAGNER *Mike WALLEY*
Amanda WALSH *James WARD*
Phil WELCH *Alan WHEELER*
Jane WHITE *Helen WHITLERY*
Bob WOOTTON



ANDREW CRACKNELL, Creative Director

Nothing characterises an advertising agency quite so indelibly in its first few years than its attitude to its creative work.

That's when, in its slowly accumulating guard books and its gradually lengthening show reel, it can show a single-minded commitment primarily to its creative work. And if it does, that commitment is likely to set the style for decades to come – and long outlive the working lives of the people who first set the pace.

So in the case of an agency founded by three creative people, there really can be only one way in which it can develop.

Apart from anything else, the three creative partners who started WCRS all came from closely similar agency backgrounds. They were in creative departments where they couldn't help being indoctrinated by the belief that, for the genuinely creative mind, working in advertising only makes sense if you can reject the mundane, cliched and predictable and operate continuously in a climate of original thought.

That belief is now stamped on their work, on the agency's work, and in the minds of all those people at WCRS who can in any way contribute to the creative work – and that goes way beyond simply the creative people to include planners, account handlers and media.

And so it must continue. There is no-one within the creative department who does not feel that the best advertising is that which doesn't just meet its targets but does so with a flair and a style that is worth attention for its own sake.

All of them know it is much harder to work that way but the satisfactions are greater.

The satisfaction for good creative people is that of being allowed to express themselves, through their ideas, to an enormous public, at someone else's expense. And if that sounds irresponsible or indulgent, bear this in mind: Creative people in advertising are there to find dramatic ways to present new ideas or, even more difficult, fresh ways to present familiar, often tired, promises.

The drama and the freshness that they bring to bear on any product is both that which gives them their satisfaction and that which creates the difference between one product and its rivals – therefore, its sales.

To attract and keep outstanding creative people,

WCRS must create the right environment to allow them to express themselves.

That is one of the reasons that we don't go through the largely cynical exercise of creative pitches. To drag the creative department through weeks of work that rarely sees the light of day, even when the business is won, is debilitating and demoralising.

That is also why, to get a far more involved and intimate feeling for any advertising problem, the creative teams are brought in on briefings at a much earlier stage. Rather than passively receiving someone else's wisdom, they help to write the brief, with every opportunity to influence it in any way they think will lead to better advertising.

Consistent with getting to know our clients' attitudes without compromising our own objectivity, each team can work out its own degree of direct contact with their clients.

This way, the creative department can have access to the client without being turned into an extension of their client's marketing department.

We'll be helping our creative people and planners to get even more information on the nature of our consumers. I suspect – and each new research study confirms – that the public are far more sophisticated in the way in which they look at, and even behind, the advertising that is aimed at them.

With a highly critical and knowledgeable public, and a new generation brought up entirely in the era of television advertising, the stock advertising platforms are looking even more tired, ineffective and even insulting. But that doesn't mean that we leap into innovation for its own sake – and aware planners and intuitive creative people can tell us which paths to follow.

(In looking for this freshness, we even take raw student teams on a three week basis. If ever any of them really impress us, we'll employ them on the spot.)

Right now we have 16 people in the creative department. Each one of them has the rare ability to walk the mental tightrope between pure self-expression and the constraining needs of communicating an advertising proposition.

They have produced the work you see over the next few pages.

It speaks for them and it speaks for itself.



"We
go
public
every
time
we
run
an
ad."

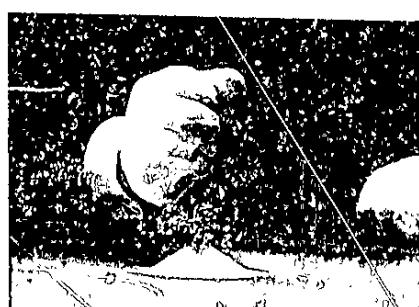
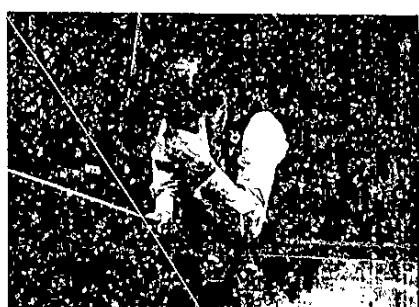


48 Sheet Poster



TV 30 seconds

TV 40 seconds



THE
ADVERTISING



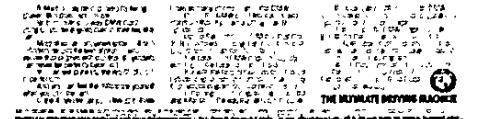
Colour Magazines



Colour Magazines



Colour Magazines



THE ULTIMATE DRIVING MACHINE



Colour Magazines

Buxted 6

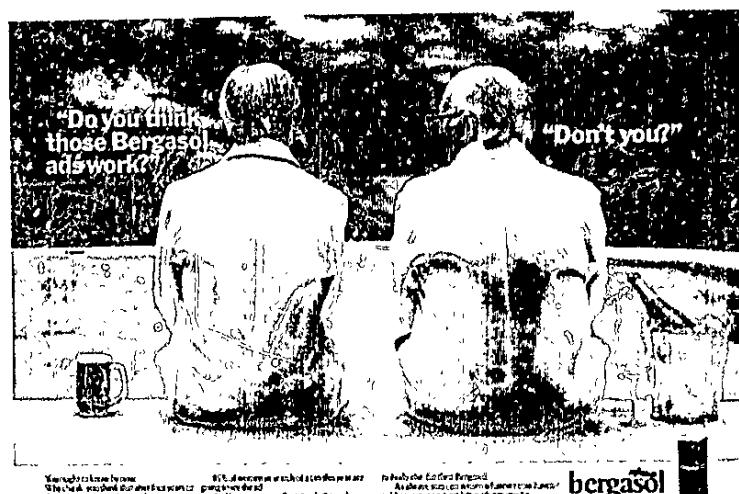


TV 30 seconds



Everyone loves the Bergasol ad in every magazine from the New York Times to Entertainment Weekly, and the Bergasol ad in every paper.

Colour Magazines



Colour Magazines

bergasol

National Press

Scrooge,
Write
to Portland
at once.
(We'll pay for the stamp)

Enclosed the postage paid postcard for a free copy of the Portland Winter Sun. Please send to: Portland Holidays, Dept. A15, Temple Studios, London SW9 8AS.

Name _____
Address _____

Portland Winter Sun
01 200 0200
Monday-Friday 9am-5pm
Reservations London 01 385 9111, Manchester 061 225 1160

National Press

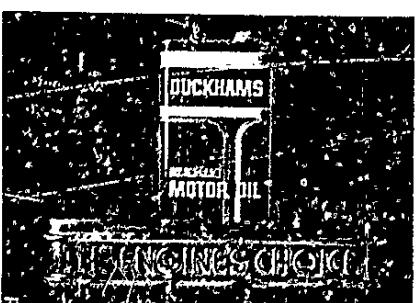
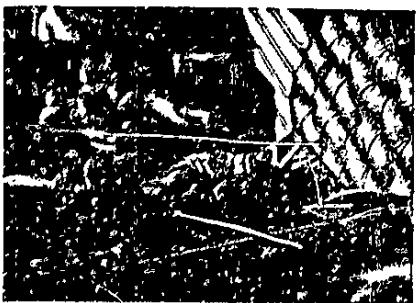
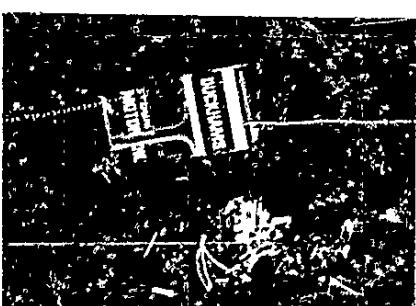
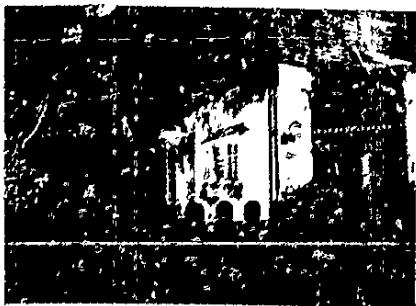
The Portland
Winter brochure.
If you don't ask
you won't get it.

(If you do ask, we'll pay for the stamp.)

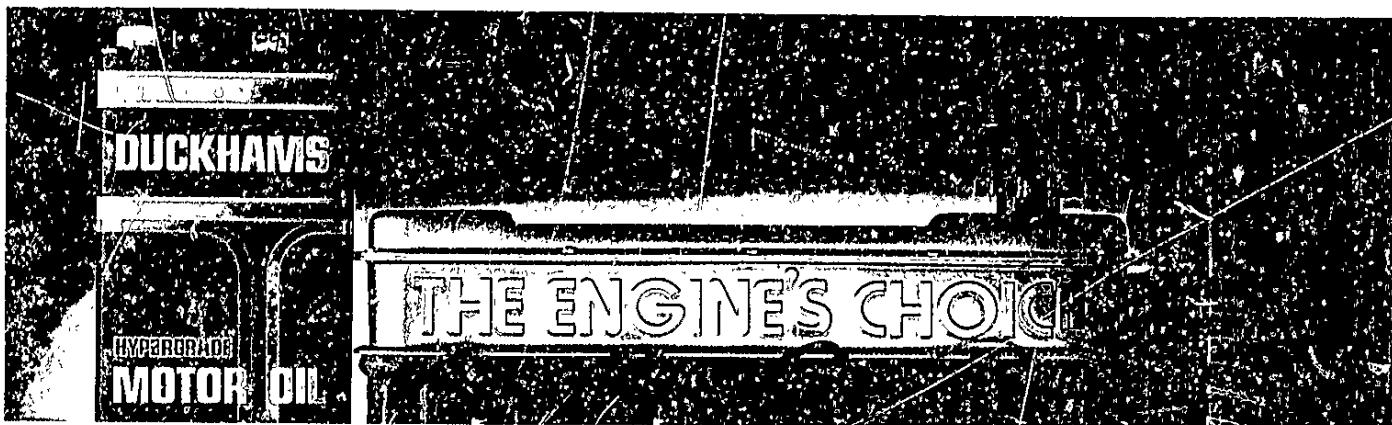
Administrative Committee for the Development of the City of Portland, Oregon, 1970. All rights reserved. Printed in U.S.A.
Portland Winter Sun, 01 200 0200, Monday-Friday 9am-5pm, Saturday 9am-1pm, Sunday 10am-1pm.
Send to Portland, 113 Newgate Street, London EC1R 4LA, England.
Name _____
Address _____

Portland Winter Sun
01 200 0200
Monday-Friday 9am-5pm
Saturday 9am-1pm, Sunday 10am-1pm
Reservations London 01 385 9111, Manchester 061 225 1160

Portland Holidays.



TV 40 seconds



80 Sheet Poster

**Speak french in three weeks.
Speak le français in three weeks.
Parlez le français in three weeks.
Parlez le français en trois semaines.**

Isn't it hard enough competing for business abroad without a language barrier adding to your problems?

Yet at Berlitz learning French, or any other language, couldn't be easier.

Opt for a 'Total Immersion' course and you could be speaking your chosen language in as little as three weeks. Or, if you prefer, you can learn at a more leisurely pace.

Either way, there's no quicker way of

learning than with the Berlin 2 method.

What's more, because you're taught on a one-to-one basis, we can tailor your course to your specific business needs.

For a free demonstration lesson, ring us on one of the numbers below.

Et voilà!

Before you know it you'll be
speaking a foreign language **BERLITZ**
1-800-222-1888 212-241-6556 MANHATTAN 212-515-1551

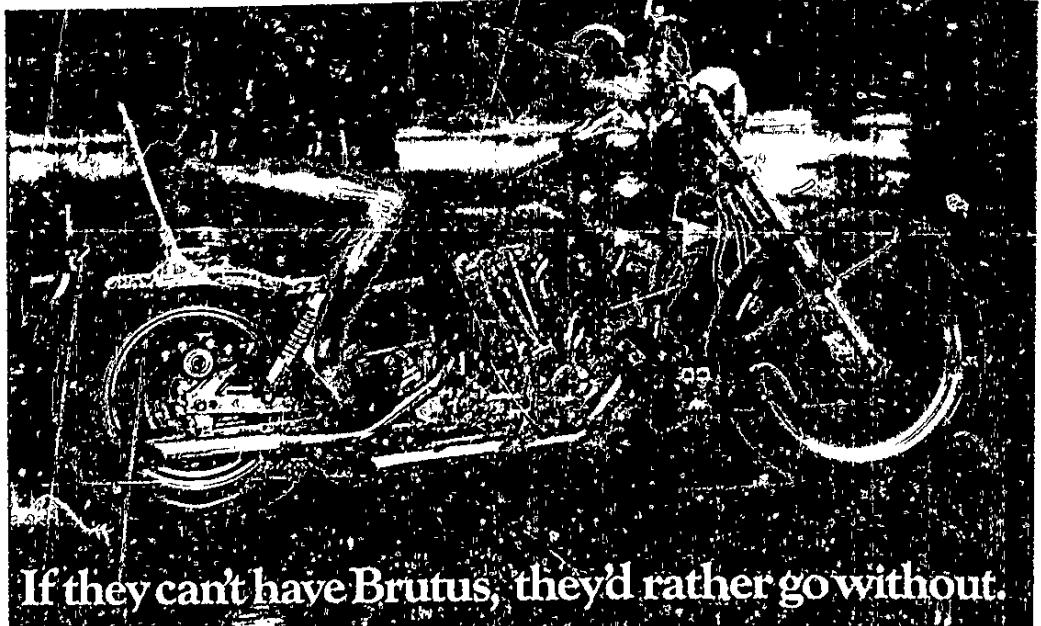
Specialist Magazines

THE SOCIETY FOR THE PRACTITIONERS IN MEDICINE

If women had glass tummies
would they ever have abortions?



National Press



If they can't have Brutus, they'd rather go without.

BRUTUS

Nothing is quite the same as a pair of Brutes jeans. And if you don't offer Brutes to your customers, then what will you make them?

BRUTUS Index StandPGL

Colour Magazine - Trade



IT'S A FACT OF LIFE
IF YOU WANT THE TOP MODEL, YOU HAVE
TO PAY THE HIGHEST PRICE

Jerry Hall clearly has some very attractive features. So does the Hasselblad 2000 FC/M.

Like every Hasselblad, it starts out as a solid aluminium shell. Unlike other Hasselblads, however, it contains a focal plane shutter.

Unlike other Hasselblads, however, it contains a focal plane shutter. Operated electronically, the shutter has an unrivalled range of speeds among medium format cameras: from 1/2000 of a second up to one second; or, with a shutter speed multiplier, up to one minute.

A shutter inside the camera-rather than in the lens-also means you can use faster lenses that focus more closely.

Of course, you don't have to pay the price of a 2000 FC/M to own a Hasselblad, though even the cheapest is hardly cheap.

But many years and thousands of photographs from now, you'll certainly think it's great value. **H A S S E L B L A D**

HOW TO TAKE FRESHNESS PICTURES

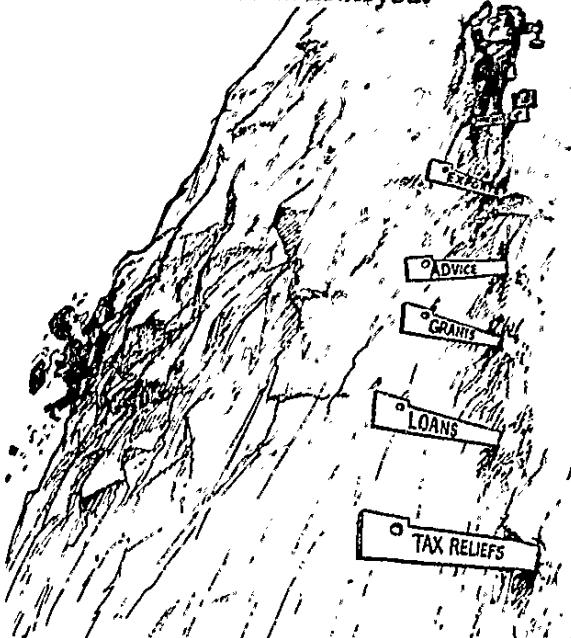
Colour Magazine Specialist Press



Specialist Magazines

METZ MECABLUZ
SUPPLIERS OF LIMELIGHT
TO THE RICH AND FAMOUS

**Is the Government helping your competitors
steal a march on you?**



If a young start-ups business is never going
flourishing, demanding, changing - but never ends
but don't make it harder than you need. Don't do
less than you specifically designed to help you.
And most entrepreneurs, the first mistake,
But example, may start very well-defined
but a few weeks later, it's not what it was.
And if you know that you would get a loan given to you
by the Government up to \$75,000.
Or grants to develop your products?
An other source, another source you can use -

on how to start them.
You can get introductions to expert
money by:
- If it's all you have been accustomed to
anytime you've bought
Because of investment potential, or the E.
So need to do the research for our new country
goods? How to make your business grow?
Or that will end up the best business.

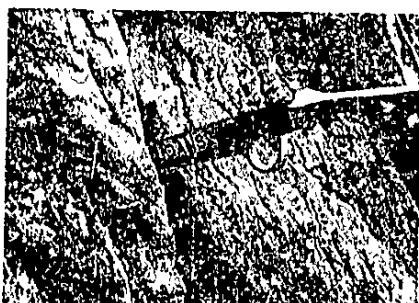
There's a lot you can get from the Government. Take it.



If he'd taken more advantage of the Government,
it might have been a different story.

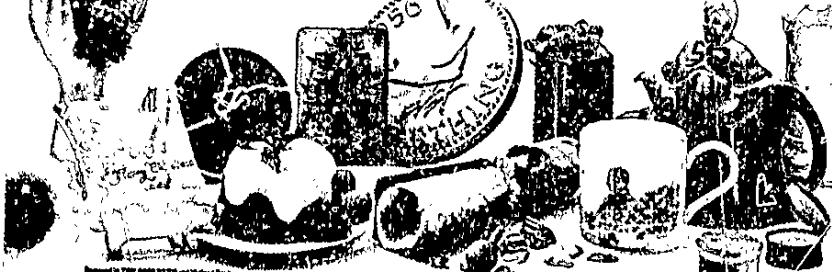
There's a lot you can get from
the Government. [Find out.](#)

National Press



TV 60 seconds

**Buy an Albert memorial at
the Albert exhibition.**



'Albert-His Life and Work' at the Royal College of Art, next to the Albert Hall.

48 Sheet Poster

THE OBSERVER

"I'm bonkers!"

"I don't want to earn as much as I'm paying out."



"I don't want to have to withdraw any balance over £1,000 the instant I want it and without losing interest?"



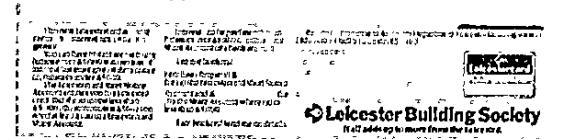
"I don't want the option of taking my interest every month."



"I don't want a discount card which gives me money on thousands of items."



"In fact, I don't want to hear another word about the Leicester Short Notice Account. And now if you'll excuse me, it's time to take my pills."



Leicester Building Society

Full address to more from the Leicester

National Press

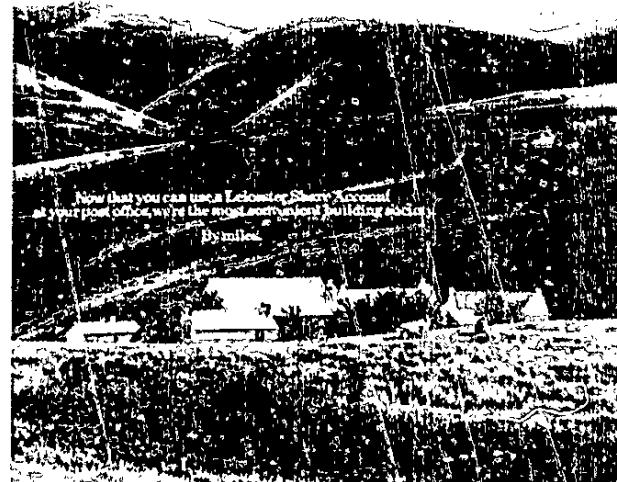


Photo: R. H. Stoeber - The Picture House

When you buy the Leicester Short Notice Account, you get a 12.5% gross dividend. When you withdraw money from your account, you're the most conventional building society.

By miles.

Photo: R. H. Stoeber - The Picture House
Address: 12 High Street, Leicester LE1 1AB
Telephone: Leicester 0533 220000
Telex: 832120
Fax: 0533 220000
E-mail: leicsbs@compuserve.com
Leicester Building Society
It's near as your nearest post office.



National Press

 **Leicester Building Society**



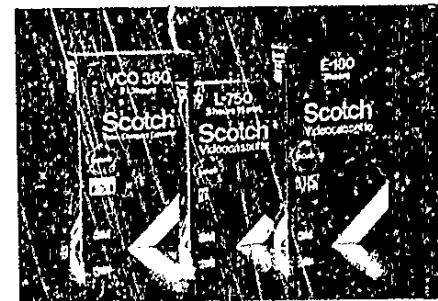
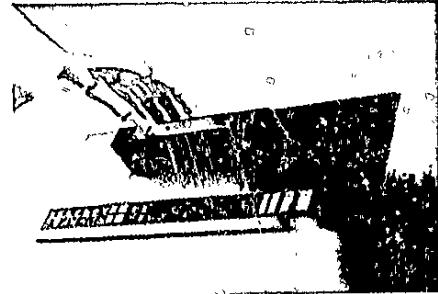
TV 30 seconds

**Scotch. The only video tape
guaranteed for life.**



48 Sheet Poster

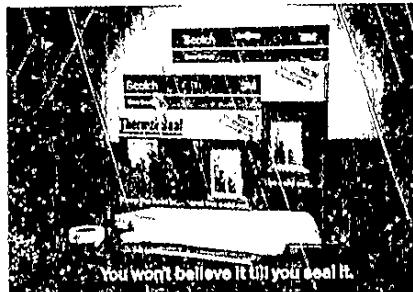
3M

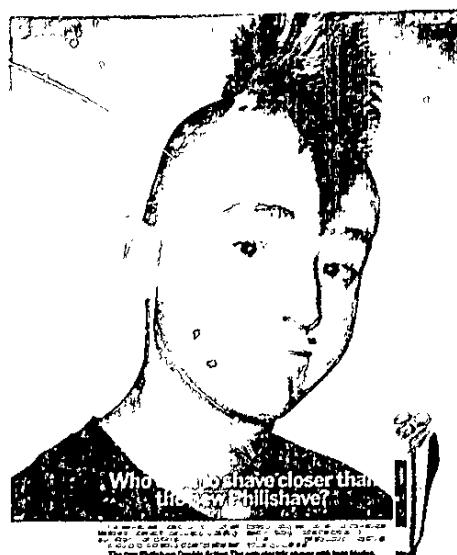


TV 30 seconds



TV 40 seconds





National Press - Scotland



National Press - Scotland

Who tried to shave closer than the new Philips Ladyshave?

Colour Magazines

TV 30 seconds

Even the most delicate skin can tolerate the close shave of the new Philips Ladyshave. It's so safe, it can shave even your face. The new Philips Double Action. The only electric shaver with two blades.

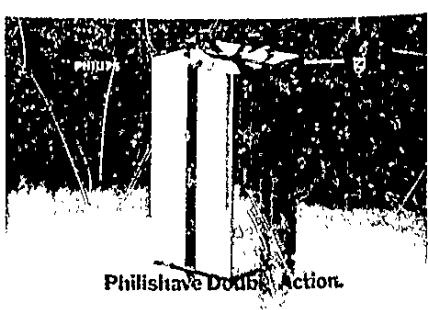
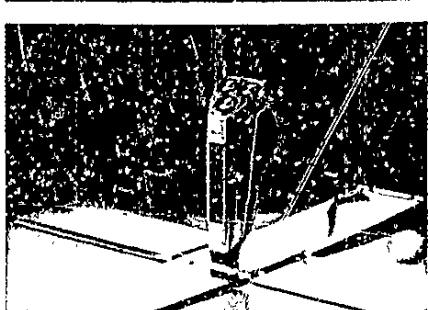
Even the Philips Ladyshave keeps you smooth and soft.

And it's by far the closest shave to come.

The Philips Ladyshave. The smoothest Ladyshave yet. PHILIPS



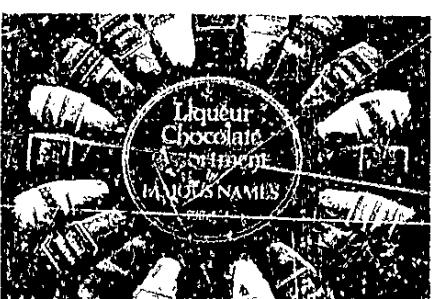
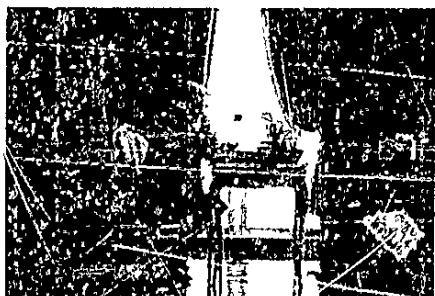
National Press - Scotland





TV 30 seconds

 Famous Names Ltd.



TV 40 seconds

1. Famous Names sell three times as many liqueur chocolates as any other brand.

2. Famous Names sell three times as many liqueur chocolates as any other brand.

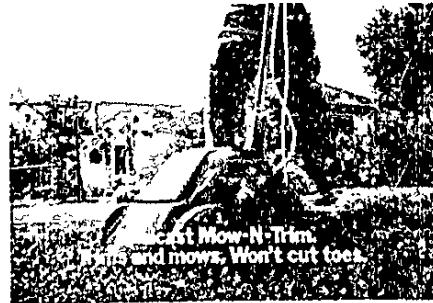
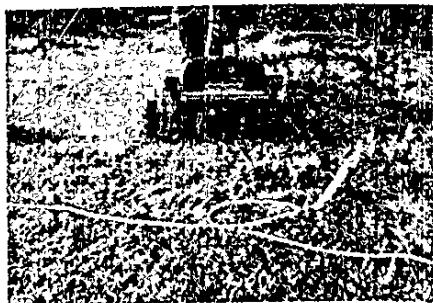
3. Famous Names sell three times as many liqueur chocolates as any other brand.

(After the advertising it might be four times.)

4.



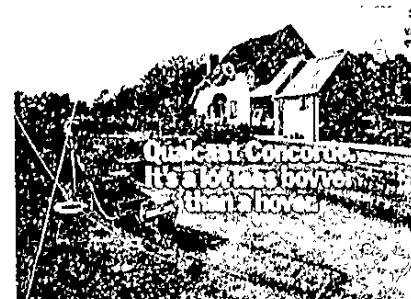
Colour Magazine - Trade



TV 40 seconds

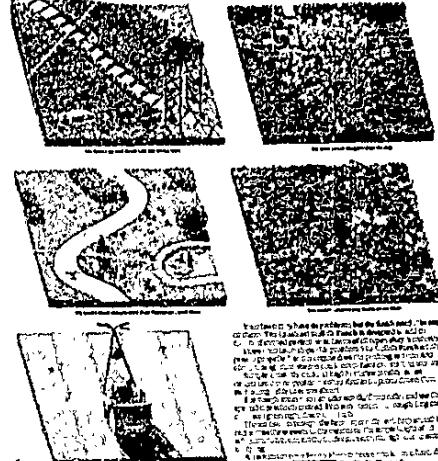


QUALCAST



TV 60 seconds

If you find your lawn here,
you've also
found your new lawn mower.



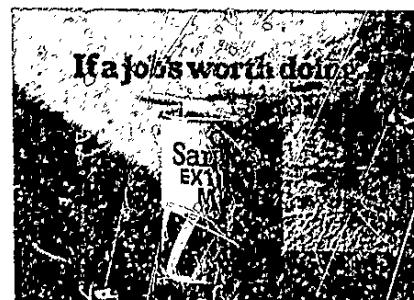
Colour Magazines

Everyday 8 more rotary owners become walking advertisements for the new Qualcast Orbitals.



The average age of people buying lawnmowers increased from 31 to 41 last year. And the people buying them are getting younger. Qualcast Orbital lawnmowers are the best sellers in the market. And they're not just for people who live in the city. They're great for people who live in the suburbs too. And they're great for people who live in the country. Qualcast Orbital lawnmowers are the best sellers in the market. And they're not just for people who live in the city. They're great for people who live in the suburbs too. And they're great for people who live in the country.

The new Qualcast Orbitals. All they cut through is grass.



TV 30 seconds



Blue Circle

If research is anything to go by, the future looks good for new film selection tools.

We started hundreds of launches, then cut back and added them in again, then cut them again.

And you're looking at the answers.

The sales confirmed our view that a new film launch can make all the

difference to a distant town.
Especially when it takes so long to get there.
But we have to be realistic about our
priorities at the moment.

So much for the public. What about
ourselves?

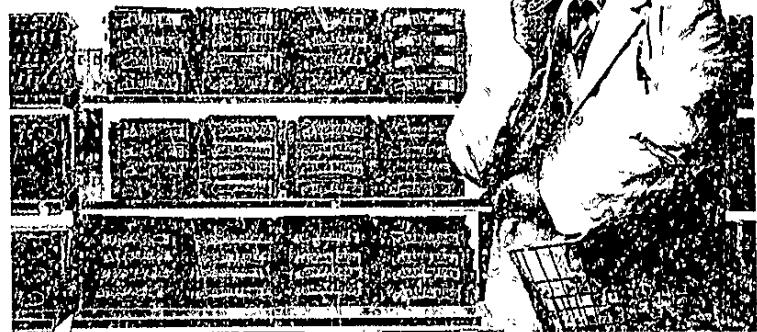
We decided to reflect the twelve
page fee onto the twenty-longer page
short.

*(And share our savings are but
than they've ever been there're
not to let us to losses on plates
either)*

Yorkshire comes to Lancashire.
Bakewell's selection on advertisement
So even if you're not a housewife,
you can make it.

It's a Yorkshire Plan all
you can make it.

If you were a housewife, which biscuits would you choose?



Colour Magazine - Trade



If it's a Burton's Biscuit
who can resist it?

TV 10 seconds

**WHEN WE RAN THIS AD LAST YEAR WE WERE A £30M AGENCY.
TODAY WE ARE A £40M AGENCY. CLEARLY OUR ADVERTISING WORKS.**

DIRECTORS OF WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) PLC

Robin Wight
Ronald Collins
Andrew D. Rutherford
Peter J. Scott
Stephen J. White
Michael R. Davis
John H. McKimmie, C.A.
George M. Magan, F.C.A.

(resigned 13.03.1984)

(non-executive)

DIRECTORS OF WIGHT COLLINS RUTHERFORD SCOTT LIMITED

FIRST INCORPORATED 9TH AUGUST 1983.

Robin Wight	(Appointed 30.09.1983)
Ronald Collins	(Appointed 30.09.1983)
Andrew D. Rutherford	(Appointed 30.09.1983)
Peter J. Scott	(Appointed 09.08.1983)
Stephen J. White	(Appointed 30.09.1983)
John H. McKimmie, C.A.	(Appointed 09.08.1983)
Kevin M. Harvey	(Appointed 06.02.1984)
Jeffrey Meers	(Appointed 06.02.1984)
Marie-Stella D. Ray	(Appointed 06.02.1984)
Andrew Cracknell	(Appointed 06.02.1984)
Maxwell A. F. Bisset	(Appointed 06.02.1984)
Christopher M. Carroll	(Appointed 19.03.1984)
Claude P. Keith	(Appointed 10.05.1984)

SECRETARY

John H. McKimmie, C.A.

REGISTERED OFFICE

41/44 Great Queen Street,
London WC2B 5AR.

SOLICITORS

Simon Olswang & Co.,
8 Cornwall Terrace,
Regent's Park,
London NW1 4QP.

BANKERS

The Midland Bank plc,
196a Piccadilly,
London W1V 0DY.

STOCKBROKERS

Simon & Coates,
1 London Wall Buildings,
London EC2M 5PT.
and
The Stock Exchange

REGISTRARS

Williams & Glyn's Registrars Ltd,
P.O. Box 27,
34 Fettes Row,
Edinburgh EH3 6UT.

AUDITORS

Stoy Hayward & Co.,
Chartered Accountants,
54 Baker Street,
London W1M 1DJ.

DIRECTORS OF WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

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FINANCIAL HISTORY

YEAR ENDED 30th APRIL	1980 £'000	1981 £'000	1982 £'000	1983 £'000	1984 £'000
Turnover	3,974	7,175	12,085	18,771	26,621
Profit before Tax	101	136	239	516	955
Tax Charge	-	7	37	213	330
Profit after Tax	101	129	202	303	625
Extraordinary Deferred Tax Provision	-	-	-	-	350
Profit Available to Shareholders	101	129	202	303	275

NOTICE OF MEETING

Notice is hereby given that the Annual General Meeting of the Company will be held at 12.00 noon on 7th September 1984 at 41/44 Great Queen Street, London WC2B 5AR for the following purposes:-

1. To receive and adopt the Directors' Report and Accounts of the Company for the year ended 30th April 1984 and the Auditors' report thereon;
 2. To declare a final dividend;
 3. To re-elect as Directors Mr A. D. Rutherford and Mr P. J. Scott who retire by rotation and, being eligible, offer themselves for re-election;
 4. To re-appoint Stoy Hayward & Co. as Auditors for the Company and to authorise the Directors to fix their remuneration.
- As special business of the Meeting, to consider and, if thought fit, to pass the following resolutions, which will be proposed as Ordinary Resolutions:
5. That the authorised Share Capital of the Company be increased to £800,000 by the creation of 3,000,000 additional Ordinary Shares of 10p each to rank pari passu with the existing Ordinary Shares of 10p each in the capital of the Company;
 6. That the Board be and it is hereby generally and unconditionally authorised to exercise all powers of the Company to allot relevant securities (within the meaning of Section 14 of the Companies Act 1980) up to an aggregate nominal amount of £320,300 provided that this authority shall expire on the date of the next Annual General Meeting after the passing of this resolution save that the Company may before such expiry make an offer or agreement which would or might require relevant securities to be allotted after such expiry and the Board may allot relevant securities in pursuance of such offer or agreement as if the authority conferred hereby had not expired;
 7. That upon the recommendation of the Board it is desirable to capitalise the sum of £320,300 as to £138,031 from part of the amount standing to the credit of the Company's Profit and Loss Account and as to £182,269 from the amount standing to the credit of the Company's Share Premium Account and accordingly that the Board be authorised and directed to appropriate the said sum to the holders of the 3,203,000 Ordinary Shares of 10p in the Company registered immediately prior to the passing of this Resolution and to apply such sum on their behalf in paying up in full 3,203,000 unissued Ordinary Shares of 10p each to be allotted and distributed, credited as fully paid to and among the said holders in the proportion of one Ordinary Share for every one Ordinary Share previously held by them respectively.

By Order of the Board
John H. McKimmie
Secretary
41/44 Great Queen Street,
London WC2B 5AR.

Dated the 3rd day of August 1984.

NOTES

1.

A Member entitled to attend and vote at the Meeting may appoint one or more proxies to attend and, on a poll, vote instead of him. A proxy need not be a member of the Company. A proxy form is enclosed for your use and, if used, should be deposited at the Registered Office of the Company (41/44 Great Queen Street, London WC2B 5AR) not less than 48 hours before the time appointed for the holding of the Meeting. Completion of the proxy will not affect the right of a member to attend and vote at the meeting.

2.

During the period from the date of this Notice until the date of the Meeting, there will be available for inspection at the Company's Registered Office during normal business hours on any weekday (Saturdays excepted) and on the date of the Meeting until the completion of the Meeting:
(a) Copies of all Directors' service contracts with the Company;
(b) Particulars of transactions of Directors and their family interests in the Shares of the Company up to and including the date of this Notice.

REPORT OF THE DIRECTORS

The directors submit their report together with the audited financial statements for the year ended 30th April 1984.

RESULTS AND DIVIDENDS

The profit and loss account is set out on page 40 and shows the Company's profit for the year. The directors recommend the payment of a final net dividend of 2.75p per ordinary share.

CHANGE OF NAME AND PRINCIPAL ACTIVITY

The Company changed its name to Wight Collins Rutherford Scott (Holdings) P.L.C. on 18th November 1983. It has continued to trade as an advertising agency based in Central London.

REVIEW OF BUSINESS AND FUTURE DEVELOPMENTS

The Company enjoyed another successful year. The increase in turnover (42%) and profit before tax (85%) reflects the continuing growth of the business.

During the year, the Company introduced a share option scheme as a means of attracting and rewarding key employees.

The Company intends to make application to the Stock Exchange to have the shares in the Company admitted to full listing. It is also planned to make a capitalisation issue of one Ordinary 10p share for each Ordinary 10p share held, full details of which are contained in the Notice to Annual General Meeting.

FIXED ASSETS

Information relating to changes in tangible fixed assets is given in note 12.

DONATIONS

The Company made charitable donations of £641 during the year.

DIRECTORS

The directors of the Company at the year end, and their interests in the ordinary share capital of the Company, were:

	ORDINARY SHARES OF 10p EACH			
	30th APRIL 1984		30th APRIL 1983	
	BENEFICIAL	NON-BENEFICIAL	BENEFICIAL	NON-BENEFICIAL
Robin Wight	513,600	77,000	541,100	77,000
Ronald Collins	526,100	77,000	541,100	77,000
Andrew D. Rutherford	476,100	77,000	541,100	77,000
Peter J. Scott	506,100	61,000	557,100	61,000
Stephen J. White	50,055	—	51,600	—
John H. McKimmie	57,395	—	58,800	—
George M. Magan	5,000	—	—	—

Michael R. Davis who was a director at 1st May 1983, resigned on 13th March 1984. He held 4,500 shares in the Company. Between 30th April 1984 and 3rd August 1984, the following disposals took place of beneficial shares:

Robin Wight	5,000
Ronald Collins	41,000
Andrew D. Rutherford	30,000
Peter J. Scott	25,000
Stephen J. White	2,000
John H. McKimmie	2,000

SUBSTANTIAL SHAREHOLDINGS

On 3rd August 1984 no person (excluding directors) has reported an interest of 5% or more in the ordinary shares of the Company.

DIRECTORS' INTERESTS IN CONTRACTS

No director had any interest in any contract with the Company at 30th April 1984.

CLOSE COMPANY

The Company is a close company within the provisions of the Income and Corporation Taxes Act 1970.

AUDITORS

Stoy Hayward & Co. have expressed their willingness to continue in office and a resolution to reappoint them will be proposed at the Annual General Meeting.

By Order of the Board
John H. McKimmie
Secretary
3rd August 1984

CONSOLIDATED PROFIT AND LOSS ACCOUNT

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30th APRIL 1984	1984	1983	NOTES
	£	£	£
Turnover	26,621,174	18,771,359	
Direct cost of sales	22,419,241	15,729,063	
Gross advertising income	4,201,933	3,042,296	
Administrative expenses	3,316,499	2,558,048	
	<u>885,434</u>	<u>484,248</u>	
Other operating income	5,594	10,975	2
Share of profit from associated company	25,000	-	
Interest receivable	49,553	35,484	
	<u>965,991</u>	<u>530,707</u>	
Interest payable	11,105	14,540	4
Profit on ordinary activities before taxation	954,886	516,167	5
Taxation on profit on ordinary activities	330,000	212,916	8
Profit on ordinary activities after taxation	624,886	303,251	
Extraordinary deferred tax provision	350,000	-	9
Dividends	128,120	28,122	10
Retained profit for the year	146,766	275,129	
Retained profit brought forward	432,375	407,346	
Less amount capitalised on bonus issue of shares	(250,100)	157,246	
Retained profit carried forward	<u>579,141</u>	<u>432,375</u>	
Profit for the year retained by:			
Holding company	129,266	275,129	
Subsidiary company	-	-	
Associated company	17,500	-	
	<u>146,766</u>	<u>275,129</u>	
Earnings per share	19.5p	9.5p	11
Earnings per share with a notional tax charge of 50% on profits for the year	14.9p	7.7p	

The notes on pages 43 to 46 form part of these accounts.

CONSOLIDATED BALANCE SHEET

ACCOUNTS
& FINANCE

AT 30th APRIL 1984	1984	1983	NOTES
	£	£	£
FIXED ASSETS			
Tangible assets	1,186,476	774,569	12
Investments	32,500		13
	1,218,976	774,569	
CURRENT ASSETS			
Motor vehicle fleet	430,280	336,914	
Work in progress	—	9,509	
Debtors	4,060,533	3,401,593	14
Investments	66,870	—	15
Cash at bank and in hand	1,579,125	1,390,690	
	6,136,808	5,138,706	
CREDITORS	Amount falling due within one year		
	5,991,034	4,978,331	16
NET CURRENT ASSETS	145,774	160,375	
TOTAL ASSETS LESS CURRENT LIABILITIES	1,364,750	934,944	
PROVISION FOR LIABILITIES AND CHARGES	Deferred taxation		
	283,040		17
	1,081,710	934,944	
CAPITAL AND RESERVES	Called up share capital		
	320,300	320,300	18
	Share premium account	182,269	182,269
	Profit and loss account	579,141	432,375
	1,081,710	934,944	

Peter Scott
John McKimmie

Directors
3rd August 1984

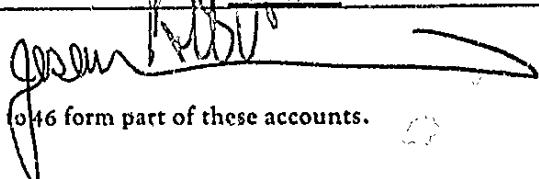
The notes on pages 43 to 46 form part of these accounts.

BALANCE SHEET

ACCOUNTS
& FINANCE

AT 30th APRIL 1984		1984		1983		NOTES
		£	£	£	£	
FIXED ASSETS	Tangible assets	1,186,476		774,569		12
	Investments	15,100				13
			1,201,576		774,569	
CURRENT ASSETS	Motor vehicle fleet	430,280		336,914		
	Work in progress	—		9,509		
	Debtors	4,060,533		3,401,593		14
	Investments	65,870		—		15
	Cash at bank and in hand	1,579,125		1,390,690		
		6,136,808		5,138,706		
CREDITORS	Amounts falling due within one year	5,991,134		4,978,331		16
NET CURRENT ASSETS		145,674		160,375		
TOTAL ASSETS LESS			1,347,250		934,944	
CURRENT LIABILITIES						
PROVISION FOR LIABILITIES AND CHARGES	Deferred taxation	283,040				
		1,064,210		934,944		
CAPITAL AND RESERVES	Called up share capital	320,300		320,300		18
	Share premium account	182,269		182,269		19
	Profit and loss account	561,641		432,375		
		1,064,210		934,944		

Peter Scott
John McKimmie



Directors
3rd August 1984

The notes on pages 43 to 46 form part of these accounts.

NOTES FORMING PART OF THE ACCOUNTS

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30th APRIL 1984

**NOTE 1
ACCOUNTING POLICIES**

There have been no changes in the accounting policies during the year. These financial statements have been prepared under the historical cost convention adopting the following principal accounting policies.

BASIS OF CONSOLIDATION

The consolidated financial statements incorporate the financial statements of Wight Collins Rutherford Scott (Holdings) P.L.C. and its subsidiary made up to 30th April 1984. All significant inter-company balances and transactions are eliminated. The Group's results also include its share of attributable profits of its associated company made up to 30th April 1984. The Group's investment in the associated company is included in the consolidated balance sheet at cost plus the Group's share of retained profits.

The Company has taken advantage of the exemption in the Companies Act 1948 Section 149 not to present its own profit and loss account.

ASSOCIATED AND RELATED COMPANIES:

Companies in which the Group has an interest comprising not less than 20% of the voting capital and over which it exerts significant influence are treated as associated companies. Such companies are also related companies as defined in the Companies Act 1981 and there are no other related companies.

TURNOVER

Turnover represents the total of amounts invoiced to clients, exclusive of value added tax, in respect of fees, advertising media charges and advertising production costs.

DEPRECIATION

Depreciation is provided to write off the cost of all fixed assets, except freehold land and buildings, over their expected useful lives. It is calculated on the original costs of the assets at the following rates:

Leasehold improvements	10% per annum
Office furniture, fixtures, fittings and equipment	10-20% per annum
Motor vehicles	25% per annum
The freehold property is held as long term investment and is not depreciated.	

WORK IN PROGRESS

Work in progress comprises the accumulated costs of advertising production less amounts invoiced to clients and is stated at cost less provision for any amounts which may not be recovered.

MOTOR VEHICLE FLEET

Certain motor vehicles are replaced within 12 months. These assets are stated at cost less provision for diminution in realisable value, and are treated as current assets.

NOTE 2

OTHER OPERATING INCOME

Other operating income consists of rent receivable.

**NOTE 3
EMPLOYEES**

Staff costs consist of:

	1984	1983
	£	£
Wages and salaries	1,294,797	760,315
Social security costs	92,990	63,232
Other pension costs	30,844	28,928
	<hr/>	<hr/>
	1,418,631	861,476

The average weekly number of full-time employees during the year was as follows:

90 61

The number of employees whose remuneration falls in the following ranges was:

	1984	1983
	NUMBER:	NUMBER:
£30,001 to £35,000	1	-
£35,001 to £40,000	1	-
£45,001 to £50,000	2	-

NOTE 4

INTEREST PAYABLE

Bank loans and overdrafts
Other loans

11,105	13,323
-	1,217
<hr/>	<hr/>
11,105	14,540

NOTES FORMING PART OF THE ACCOUNTS

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30th APRIL 1984

	This is arrived at after charging:	1984	1983
		£	£
NOTE 5 PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	Depreciation	140,943	84,618
	Auditors' remuneration	9,600	7,000
	Directors' remuneration (note 6)	402,946	354,894
	Exceptional item (note 7)	-	119,526
NOTE 6 DIRECTORS' REMUNERATION	1984	1983	
	£	£	
	Emoluments	337,521	298,994
	Fees	5,425	-
	Pension contributions	60,000	62,922
	402,946	354,894	
	Emoluments (excluding pension contributions) of:		
	Chairman	48,500	39,616
	Highest paid director	55,101	46,672
	The number of other directors whose remuneration (excluding pension contributions) fall in the following ranges was:		
	1984	1983	
	Number	Number	
	£ 5,001 - £10,000	1	1
	£30,001 - £35,000	1	1
	£35,001 - £40,000	-	1
	£40,001 - £45,000	-	3
	£45,001 - £50,000	1	2
	£50,001 - £55,000	3	2
	6	6	
NOTE 7 EXCEPTIONAL ITEM	1984	1983	
	£	£	
	Costs of moving to new offices at Great Queen Street	-	119,526
NOTE 8 TAXATION ON PROFITS FROM ORDINARY ACTIVITIES	1984	1983	
	£	£	
	U.K. corporation tax at 50% (1983-50%) based on profit for the year	322,500	213,301
	Over provision in previous year	-	(58,4)
	322,500	212,916	
	Associated company	7,500	-
	330,000	212,916	
	The taxation charge for 1983 was reduced by £92,000 as a result of accelerated capital allowances for which no deferred tax was provided. Full provision for deferred tax has been made in 1984 (see Notes 9 and 17).		
NOTE 9 EXTRAORDINARY ITEM	1984	1983	
	£	£	
	Provision for deferred tax arising from changes in the basis of taxation in the 1984 Finance Bill	350,000	
NOTE 10 DIVIDENDS	1984	1983	
	£	£	
	Interim dividend of 1.25p per share	40,037	
	Final proposed dividend of 2.75p per share (1983 - 2.75p)	88,083	28,123
	The dividend declared in respect of the financial year ended 30th April 1983 reflects the waiver of certain directors to their entitlement.		

NOTES FORMING PART OF THE ACCOUNTS

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30th APRIL 1984

**NOTE 11
EARNINGS PER SHARE**

The earnings per share based on earnings after a notional tax charge of 50% on reported profits have been stated in addition to the figure based on the actual results for the year. The calculation of earnings per share is based on earnings of £624,886 (1983 - £303,251). The number of equity shares in issue on which the calculation is based is 3,200,300 (1983 - 3,200,300).

The earnings per share after a notional tax charge of 50% on profits is based on earnings of £477,443 (1983 - £247,760). The number of shares on which the calculation is based is stated above.

**NOTE 12
TANGIBLE ASSETS - GROUP AND COMPANY**

	FREEHOLD LAND AND BUILDINGS	LEASEHOLD IMPROVE- MENTS	OFFICE FURNITURE, FIXTURES AND EQUIPMENT	MOTOR VEHICLES	TOTAL
	£	£	£	£	£
Cost at beginning of year	100,146	46,947	565,924	169,615	882,632
Additions	-	-	493,909	147,951	641,860
Disposals	-	-	952	134,230	135,182
At end of year	100,146	46,947	1,058,881	183,336	1,389,310
Depreciation at beginning of year	-	1,333	74,607	32,123	108,063
Provided for the year	-	4,695	96,809	39,439	140,943
Disposals	-	-	-	46,172	46,172
At end of year	-	6,028	171,416	25,390	202,834
Net book value					
At 30th April 1984	100,146	40,919	887,465	157,946	1,186,476
At 30th April 1983	100,146	45,614	491,317	137,492	774,550

CAPITAL COMMITMENTS

	1984	1983
	£	£
Contracted but not provided	79,853	118,000

NOTE 13.

FIXED ASSETS - INVESTMENTS

1984
£

GROUP

Associated company:	
Cost of shares	15,000
Share of retained profit	17,500
	32,500

COMPANY

Cost of shares in subsidiary company	100
Cost of shares in associated company	15,000
	15,100

SUBSIDIARY COMPANY

	Country of Incorporation	Class of Share	Percentage Equity held
Wight Collins Rutherford Scott Limited	England	Ordinary	100%

ASSOCIATED COMPANY

Parkway Studio Limited	England	Ordinary	25%
Wight Collins Rutherford Scott Limited did not trade during the year.			

NOTES FORMING PART OF THE ACCOUNTS

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30 APRIL 1984

NOTE 14

DEBTORS - GROUP AND COMPANY

	1984	1983
	£	£
Trade debtors	3,732,999	3,221,427
Prepayments and accrued income	225,369	120,761
Other debtors	104,145	59,419
	4,060,533	3,401,596

NOTE 15

CURRENT ASSETS-INVESTMENTS - GROUP AND COMPANY

The investment is quoted on The London Stock Exchange. It is included in the financial statements at cost. The market value of the investment at 30th April 1984 was £67,650.

NOTE 16

CREDITORS FALLING DUE WITHIN ONE YEAR

	GROUP	COMPANY	GROUP AND COMPANY
	1984	1984	1983
	£	£	£
Trade creditors	4,116,804	4,116,804	3,402,226
Other creditors	379,758	379,758	195,390
Work in progress	222,459	222,459	-
Creditors for taxation and social security	310,883	310,883	161,765
Corporation tax	488,680	488,680	217,407
Bank loans and overdraft	-	-	69,054
Dividends payable	88,083	88,083	28,122
Accruals	384,367	384,467	274,367
	5,991,034	5,991,134	4,978,311

The bank overdraft is secured by a floating charge on all the undertakings of the Company and a fixed charge on the Company's freehold property.

NOTE 17

PROVISION FOR LIABILITIES AND CHARGES - GROUP AND COMPANY

	1984	1983	1984	1983
	TOTAL POTENTIAL LIABILITY	PROVIDED IN ACCOUNTS	TOTAL POTENTIAL LIABILITY	PROVIDED IN ACCOUNTS
	£	£	£	£
Accelerated capital allowances	350,000	350,000	288,000	-
Advance corporation tax	66,960	66,960	-	-
	283,040	283,040	288,000	-

NOTE 18

SHARE CAPITAL

	AUTHORISED		ISSUED AND FULLY PAID	
	1984	1983	1984	1983
	£	£	£	£
Ordinary shares of 10p each	500,000	500,000	320,300	320,300

NOTE 19

SHARE PREMIUM ACCOUNT - GROUP AND COMPANY

Balance at 1st May 1983	182,269	
Premium on issue	-	182,520
Costs of issue	-	(100,251)
Balance at 30th April 1984	182,269	182,269

NOTE 20

CONTINGENT LIABILITY

The Company has jointly with other parties guaranteed obligations under lease arrangements taken out by its associated company. At 30th April 1984 the total potential liability amounted to £130,194.

CONSOLIDATED STATEMENT OF SOURCE AND APPLICATION OF FUNDS

ACCOUNTS
& FINANCE

FOR THE YEAR ENDED 30th APRIL 1984

SOURCE OF FUNDS	1984	1983
	£	£
Profit before tax and extraordinary item	954,886	516,167
Extraordinary item	(350,000)	
	604,886	516,167
ADJUSTMENT FOR ITEMS NOT INCLUDING THE MOVEMENT OF FUNDS		
Depreciation	140,943	74,618
(Profit)/Loss on sale of fixed assets	(12,290)	43,217
Profit retained in associated company	(25,000)	—
	103,653	117,854
Total generated from operations	708,539	634,021
FUNDS FROM OTHER SOURCES		
Sale of fixed assets	101,300	83,875
Issue of shares	—	202,449
	101,300	286,324
	809,839	920,345
APPLICATION OF FUNDS		
Purchase of fixed assets	641,860	544,176
Acquisition of long-term investment	15,000	—
Taxation paid	51,227	22,725
Dividend paid	68,159	—
	776,246	566,901
	33,593	353,444
DECREASE/(INCREASE) IN WORKING CAPITAL		
Motor vehicle fleet	(93,366)	(40,778)
Work in progress	231,968	299,459
Debtors and prepayments	(725,810)	(1,522,917)
Creditors and accruals	1,441,104	591,766
	853,896	(672,470)
INCREASE/(DECREASE) IN BANK AND CASH BALANCES	887,489	(319,026)

The notes on pages 43 to 46 form part of these accounts.

REPORT OF THE AUDITORS

**ACCOUNTS
& FINANCE**

To the members of WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS)
P.L.C.

We have audited the financial statements on pages 40 to 47 in
accordance with approved Auditing Standards.

In our opinion, the financial statements on pages 40 to 47 which
have been prepared under the historical cost convention give, under
that convention, a true and fair view of the state of affairs of the
Company and the Group at 30th April 1984 and of the profit and
source and application of funds of the Group for the year then ended
and comply with the Companies Acts 1948 to 1981.

**Stoy Hayward & Co.,
Chartered Accountants,
54 Baker Street,
London W1M 1DJ.**

3rd August 1984

FINANCIAL CALENDAR FOR COMING YEAR

July	Preliminary announcement of full year results
August	Publication of Annual Report
September	Annual General Meeting
October	Payment of final dividend
December	Announcement of interim results
February	Payment of interim dividend

RANK ADVERTISING AWARD
1979 - Brutus 'Brutus from Texas' - Gold

IAS MARKETING TRAVEL INDUSTRIAL GROUP
1980/81 - Portland Holidays

CAMPAIGN PRESS AWARDS
1980 - BMW - Best Commercial Advertisement
1980 - BMW - Best Photograph
1980 - ITT - Best Commercial Advertisement

D.A.D.A.
1980 - BMW Marine - Silver

GUARDIAN AD. OF THE MONTH
1980 - BMW

RADIO-ILR
1980 - Evening Standard 'Mr. Smiley' - Gold
1980 - Brutus 'Cavalry' - Best Consumer Durables Commercial
1980 - 'Graduate Girls' - Best Open Commercial
1980 - Bergasol 'Change' - Best Cosmetics/Toiletries

IRISH ADVERTISING AWARDS
1980 - Qualcast 'Less Bovver' - Diploma

CAMPAIGN PRESS AWARDS
1981 - Chefaro - Best Transport Site Advertisement
1981 - Chefaro - Best Fashion/Beauty Advertisement
1981 - Chefaro - Best Colour Advertisement
1981 - Qualcast - 2 Silvers

D.A.D.A.
1981 - Bergasol - Commendation

CREATIVE CIRCLE HONOURS
1981 - BMW - Best Photography
1981 - Qualcast 'Cleverest Illustration'
1981 - Chefaro

GARDEN INDUSTRY MANUFACTURERS ASSOCIATION
1981 - Qualcast

WOMEN'S MAGAZINE ADVERTISING AWARDS
1981 - Chefaro - Gold

BRITISH TELEVISION ADVERTISING AWARDS
1981 - Qualcast 'Less Bovver'

IRISH ADVERTISING AWARDS
1980 - Sunday Express
1981 - Cold Control 'Except When'

US. TV COMMERCIAL FESTIVAL
1981 - Brutus 'Scanners' - Creative Excellence

NEW YORK FILM & TV FESTIVAL
1981 - Brutus 'Scanners' Gold
1981 - Philips - Silver

CANNES ADVERTISING FILM FESTIVAL
1981 - Brutus Jeans - Gold

IPA EFFECTIVENESS AWARDS
1982 - Qualcast - Second

CAMPAIGN PRESS AWARDS
1982 - BMW - 2 Golds
1982 - Spuc - 2 Silvers
1982 - Brutus Jeans - Silver

CAMPAIGN POSTER AWARDS
1982 - Bergasol - Silver
1982 - Coalite - 2 Certificates

CLIO AWARDS CERTIFICATES
1982 - Candy 'Serviceman'
1982 - BMW 'Intelligent Car'
1982 - Coalite 'Toast'
1982 - Brutus 'Scanners'
1982 - BMW 'In An Emergency'
1982 - BMW 'Intelligent Car'
1982 - BMW 'In An Emergency'
1982 - Brutus 'Scanners'
1982 - Bergasol '£4.50 For A Suntan Oil?'

BRITISH TELEVISION ADVERTISING AWARDS
1982 - Qualcast - 'Next Door' - Bronze

1982 - Brutus 'Scanners' - Gold

IRISH ADVERTISING AWARDS
1982 - Philips 'Ethel' - Premier
1982 - Philips 'Noises' - Diploma

US. TV COMMERCIALS FESTIVAL
1982 - Philips 'Matchless' - Certificate
1982 - Philips 'Noises' - First
1982 - BMW - Certificate

CANNES ADVERTISING FILM FESTIVAL
1982 - Burton's Biscuits - Certificate

INTERNATIONAL ADVERTISING ASSOCIATION PUBLIC SERVICE FESTIVAL
1983 - C.O.I. - Crystal Globe

CAMPAIGN PRESS AWARDS
1983 - BMW - Gold
1983 - Philips - Best Consumer Durable Advertisement
1983 - Philips - 'Ladyshave' - Commendation

CLIO AWARDS CERTIFICATE
1983 - Cussons

BRITISH TELEVISION ADVERTISING AWARDS
1983 - BMW - Silver
1983 - Philips - Bronze
1983 - Qualcast - Bronze
1983 - Nabisco - Diploma
1983 - Observer - Diploma
1983 - Qualcast - Diploma

NEW YORK FILM & TV FESTIVAL
1983 - BMW 'Dead Cars' - Bronze

HOLLYWOOD RADIO & TV SOCIETY AWARDS
1983 - Philips - Certificate

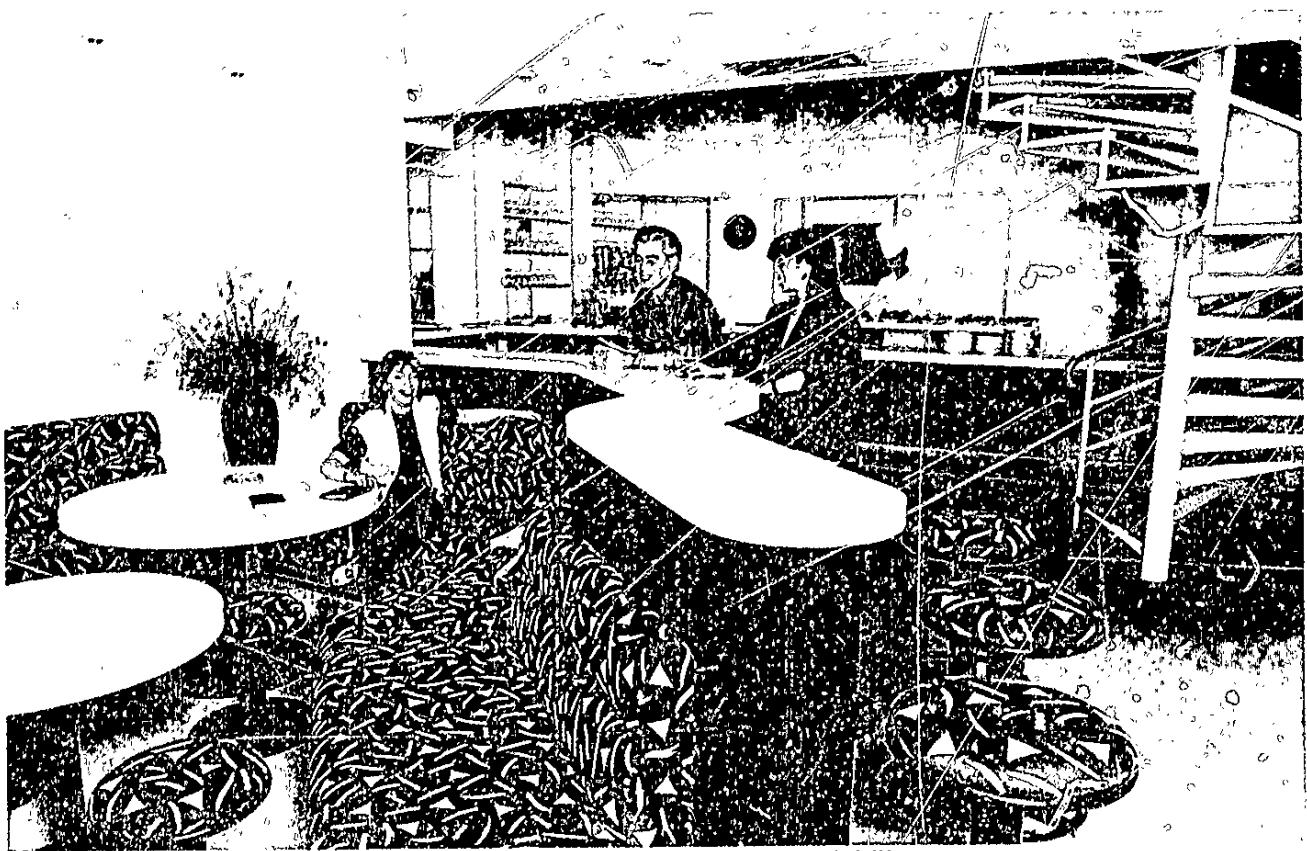
30TH INTERNATIONAL FILM FESTIVAL - VENICE
1983 - COI 'Cliff' - Bronze Lion
1983 - Philips 'Glamorous Woman' - Silver Lion
1983 - Philips 'Noises' - Silver Lion

INTERNATIONAL ADVERTISING ASSOCIATION PUBLIC SERVICE FESTIVAL
1984 - COI - Clio Awards - Winner Of Public Service Division

1984 - COI - Hollywood IBA - World's Best Public Service TV

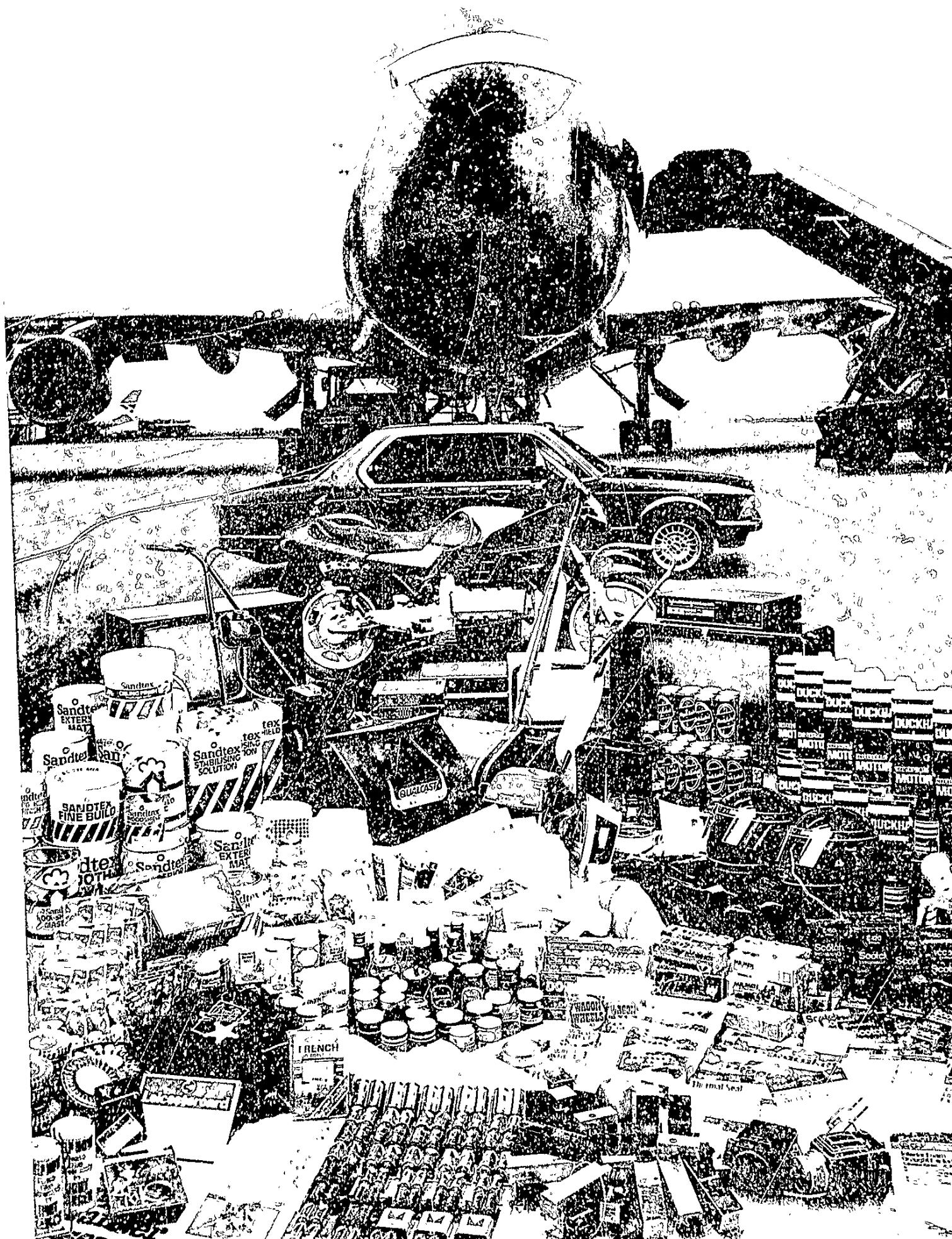
CAMPAIGN PRESS AWARDS
1984 - BMW - Commendation
1984 - Philips - Commendation

BRITISH TELEVISION ADVERTISING AWARDS
1984 - Qualcast - 'Hanger' - Silver
1984 - COI - 'Cliff' - Bronze
1984 - Philips - Bronze



This is our recently opened in-house Wine Bar *Duck & Weave*.
Ron Collins and Cathy Heng enjoy a pre-lunch drink with architect Kathy Tilney.

BASS
BMW
BERLITZ SCHOOL OF LANGUAGES
BIRMID QUALCAST
BLUE CIRCLE
BURTON'S GOLD MEDAL BISCUITS
BUXTED POULTRY
CENTRAL OFFICE OF INFORMATION
CHEFARO PROPRIETARIES
DUCKHAMS
FAMOUS NAMES
F & W MANUFACTURING
HASSELBLAD
IMPERIAL CANCER RESEARCH FUND
ITT CONSUMER PRODUCTS
LEICESTER BUILDING SOCIETY
LUNN POLY
3M UNITED KINGDOM
THE OBSERVER
PHILIPS SMALL APPLIANCES
QANTAS
RHM
THE SOCIETY FOR THE PROTECTION
OF UNBORN CHILDREN
SHARWOOD'S
SIEMENS
THOMSON TRAVEL
VARTA BATTERIES



Bass in £10m WCRS switch

by Tim Brooks

Bass is setting up a central TV buying unit at Wight Collins Rutherford Scott to handle its £10 million beer advertising spend. The move follows a review of media buying arrangements, and affects six other agencies (*Campaign*, June).

Bass's marketing services director, Mike Austin, said the company had been looking at central buying for some time. "It is becoming increasingly difficult to buy the male audience and this seemed a good moment to go for one buying force," he said. WCRS already handles the largest single slice of Bass's beers business.

Carling Black Label "and it made sense to give it the job".

While Bass spends significant sums on outdoor, the £10 million TV budget represents by far the bulk of its business.

WCRS's media director, Stephen White, said "I'm delighted by the decision. Centralisation is not right for every type of business, but in this market there is a good case."

The agencies losing the buying function are Reeves Robertshaw Needham, Davidson Pearce, Crawford Hall, Geers Gross, Bygates Bone, and Brian Cronin and Associates of Dublin. Bygates Bone, a media independent, buys for Bass's smaller agencies.

Adwork and C. B. Brookes.

Austin said that all other functions would remain as before. Bilett and Company retains its media consultancy work.

In common with other beer companies, Bass monitors agencies buying performance independently. White said "Beer is perhaps the most competitive media market because of the sums involved, the fickleness of the male audience and the strength of the agencies employed in this field."

White will take charge of the unit, which starts on 1 October, he is bringing in one very senior buyer from outside, two WCRS buyers and one associate director who will also work full time on the business.

CAMPAGN - JUNE 29, 1984.

Financial Times Thursday July 12 1984

Ad Agency profitability

A yardstick emerges

BY FEONA McEWAN

IF ADVERTISING is currently causing a stir in accounting circles - with the lifting of professional restrictions in October sending many firms scurrying for an agency - one accountancy firm has now fired a salvo likely to cause a frisson round the adworld.

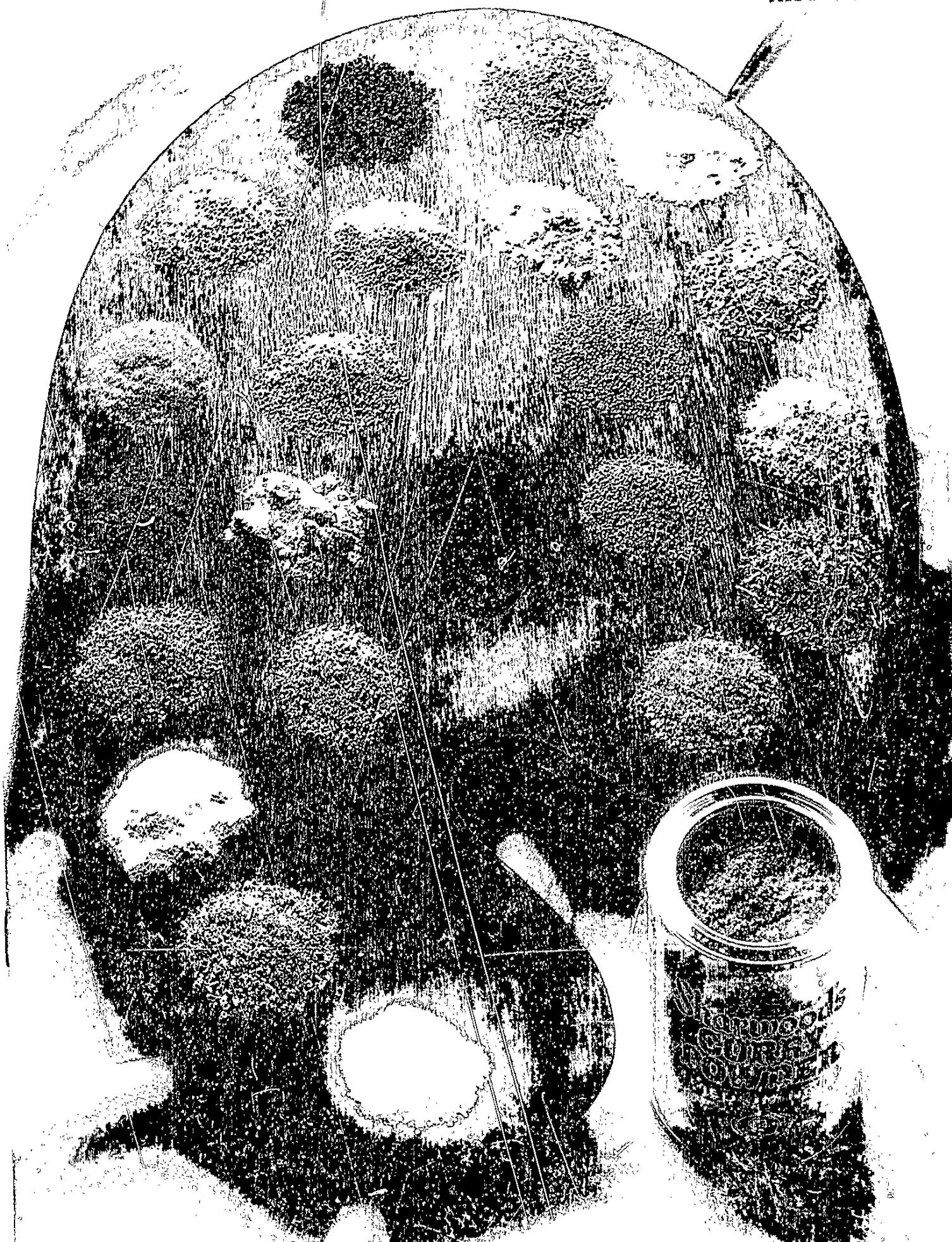
In a newly published report on agency profitability*, Spicer and Pegler compares notes on the financial performance of the country's top 50 agencies (ranked by "billing" or turnover, according to the annual Campaign table) in what is thought to be the most comprehensive industry review of its kind.

THE TOP TEN

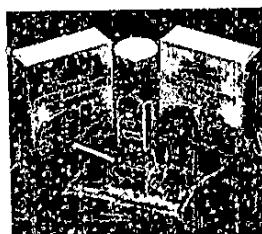
Turnover per Employee	£	Pre-tax Profit per Employee	£
1 Wight Collins Rutherford Scott	307,721	1 Wight Collins Rutherford Scott	8,459
2 Connell May & Steavenson	305,571	2 Geers Cross	6,149
3 Reeves Robertshaw Needham	285,579	3 Garrett Baulcombe Ass.	5,417
4 Lintas	270,585	4 Ogilvy & Mather	5,331
5 Geers Cross	258,966	5 Abbott Mead Vickers	5,120
6 Colman RSCG & Associates	242,000	6 Boase Massimi Pollitt	4,731
7 Leo Burnett	219,294	7 Valin Pollen	4,679
8 Michael Robinson Ass.	218,156	8 Footsie Cone and Belding	4,228
9 Boase Massimi Pollitt	217,725	9 Ted Bates	3,906
10 Ogilvy & Mather	213,961	10 Saatchi & Saatchi	3,715

WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

SHARWOODS
CASE
HISTORY



SHARWOOD'S: INTERROGATING A PRODUCT UNTIL IT CONFESSES TO ITS STRENGTHS.



In 1889, James Allen Sharwood started a rather unusual food company. Instead of manufacturing, he imported food ingredients that he personally discovered on his travels.

His reputation was created from the foods he selected from India, including the now famous Green Label Mango Chutney as well as his celebrated curry powder.

Since then, his successors have faithfully followed in his footsteps selecting fine foods from all over the world to form the expanded Sharwood's range.

The current marketing position for Sharwood's is as the company which offers authentic ingredients that provide easy access to a wide range of delicious, exotic meals.

The range now includes Indian, Chinese, Italian and French foods.

And Sharwood's have skilfully developed a trade marketing policy that enables them to put the best mix of products into a supermarket once the retailer has decided to allocate, say, a metre of shelf space to the Sharwood's brand.

THE W.C.R.S. APPROACH

When W.C.R.S. were appointed in 1983, Sharwoods was already a success, but we believed that Sharwood's advertising had to enhance the brand's authentic heritage, so it didn't just become another food name jostling against johnny-come-latelies on the supermarket shelves.

Sharwood's, after all, is not a marketing confection created in some new product workshop.

So we felt that without engaging in irrelevant nostalgia, we had to present the Sharwood's brand as the authentic doorway to a whole range of enjoyable meals.

To do this, we began a three month process to discover the real strengths of the two Sharwood's ranges that we had decided to promote: Indian and Chinese.

Our induction into the Indian range included visiting many Indian restaurants, (and their kitchens) and then, the next day, going along to Sharwood's own kitchens and using Sharwood's ingredients to actually cook ourselves the same meal that we'd eaten the previous night.

On all of these "product interrogations" the entire team, of copywriter, art director, account planner, and account handler took part.

We not only cooked, we blended the basic spices to make Sharwood's curry powder.

And the same approach applied on the Chinese range. The entire team spent several evenings visiting Chinese restaurants and kitchens, one of which was with Kenneth Lo, participating in a cookery demonstration.

At every stage we asked question upon question to unearth those points that could be used to support an authentic brand positioning for Sharwood's, and demonstrate how exotic meals could be confidently and simply created as a result of using their ingredients.

Here are just a selection of the facts that we unearthed and which we used within our advertising.

1. 21 spices are blended together to make Sharwood's medium hot curry powder.
2. One type of chilli in a curry powder can be as much as 30 times stronger than another (so blend with care).
3. It takes at least three months for the flavours in curry powder to settle and combine roundly with each other.
4. The classic recipe for Kashmir sauce calls for 17 separate ingredients. Each one is included in Sharwood's Kashmir mild sauce mix.
5. Sharwood's still blend both hard and soft mangoes together for more interesting texture in their Green Label Mango Chutney.
6. Chinese cuisine uses spectacularly fast cooking methods because of a scarcity of fuel in many parts of China.
7. Stir-fry cooking works much better if you make sure you cut the ingredients into similar sized pieces.

CREATING THE ADVERTISING

With raw materials like these, the team then started work to develop magazine advertising designed to be both informative and mouth watering.

The advertisements would have a style which, over the years, would become a Sharwood's brand property (similar to the brand property that a clear visual format has created for BMW).

And the text would be helpful, as well as selling, reassuring the consumer as to how simple it was to use the Sharwood's products to make interesting meals.

You can see four of our first advertisements here.

The results so far have been enormously encouraging, although we will have to wait until next year to get the full awareness and image shift.

But in the short term, recipe book requests are running at three times higher than in the previous comparable period.

And in the sales period covered by just the first burst of advertising, the sales are already 19% ahead of target for the Indian range and 9% ahead for the Chinese range.

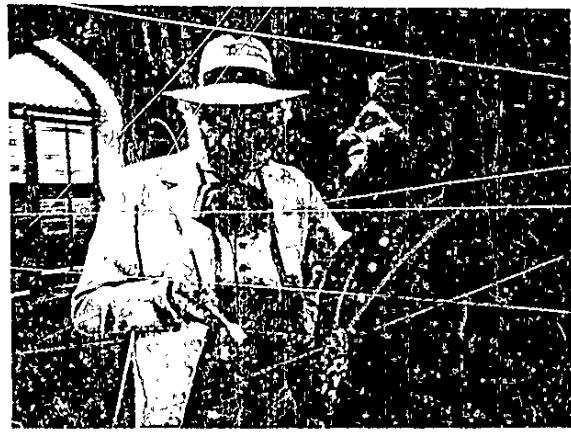
The budget to achieve this hasn't needed to be enormous: £400,000 was the extent of the first phase of the advertising programme.

The campaign will continue to build on this foundation and allow Sharwood's latent strengths to become blatant. As we use individual Sharwood's foods to build up the entire brand, so Sharwood's will be able to expand into a wider range of specialist foods that will do justice to the original founding principles of James Sharwood himself.

THE ADVERTISING



"Mr. Sharwood, could I have your esteemed
opinion on my latest creation."
"Delighted Mr. Banajee."



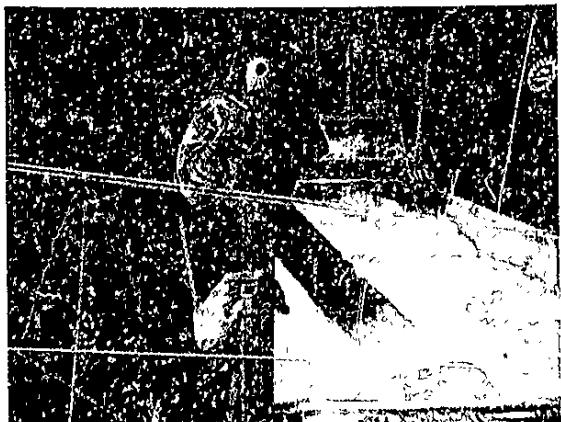
Ah, succulent chicken, fenugreek, coriander
and fresh ginger.



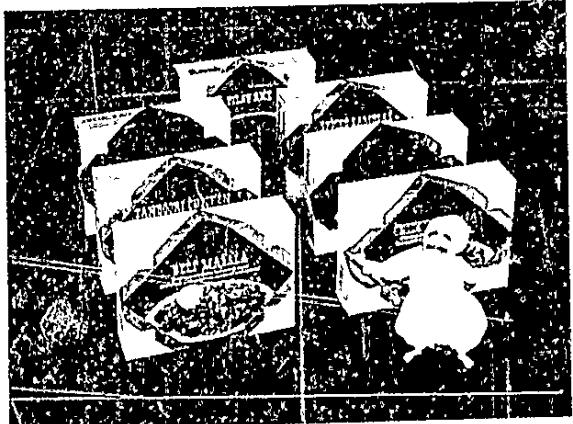
A perfectly excellent Chicken Korma.



If you could deep freeze it, I'd take a few
plates."



"This way forward. How deep do you want it
frozen?"



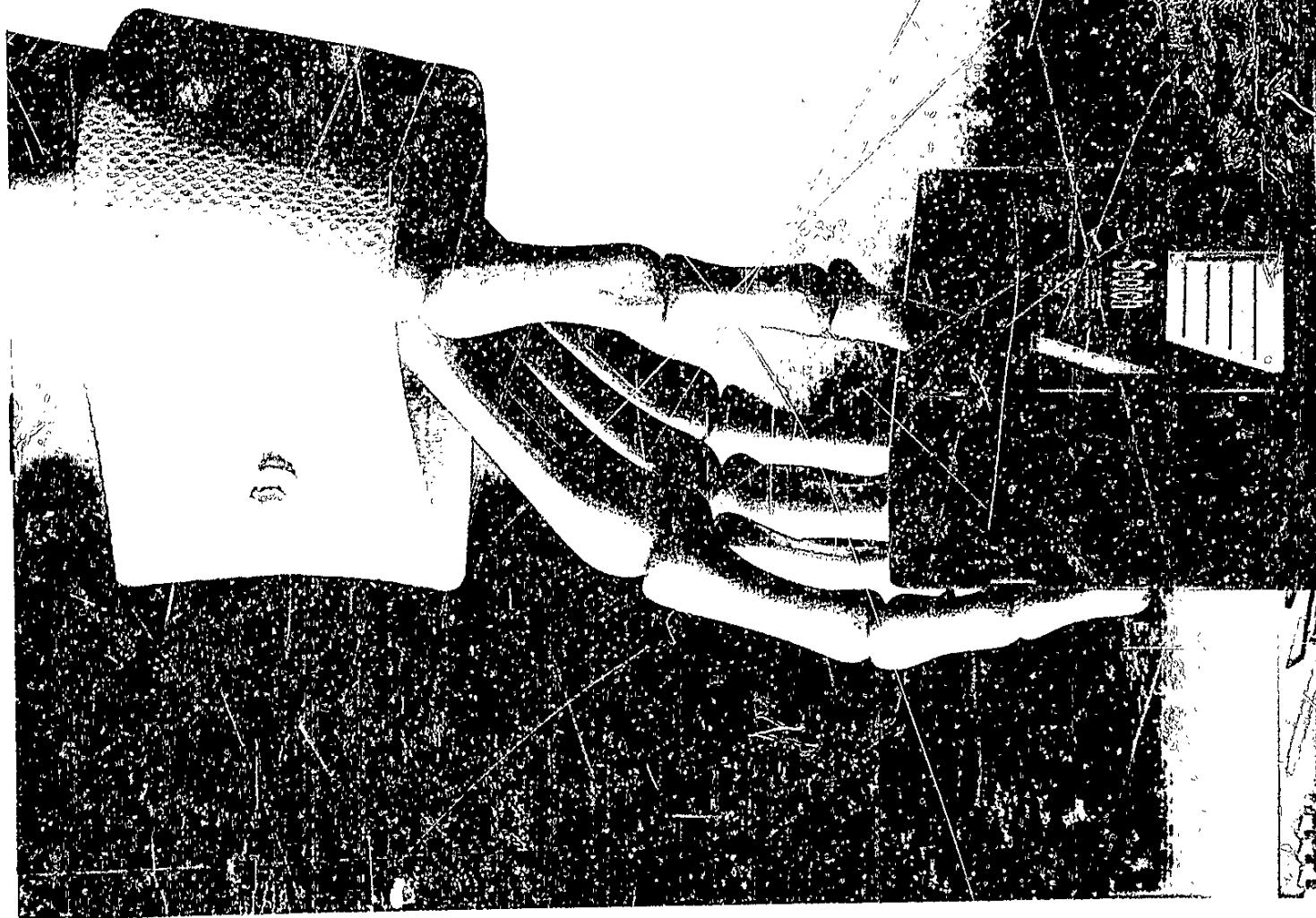
"At last, authentic Indian food from the
freezer!"
"If anyone would, Sharwood."

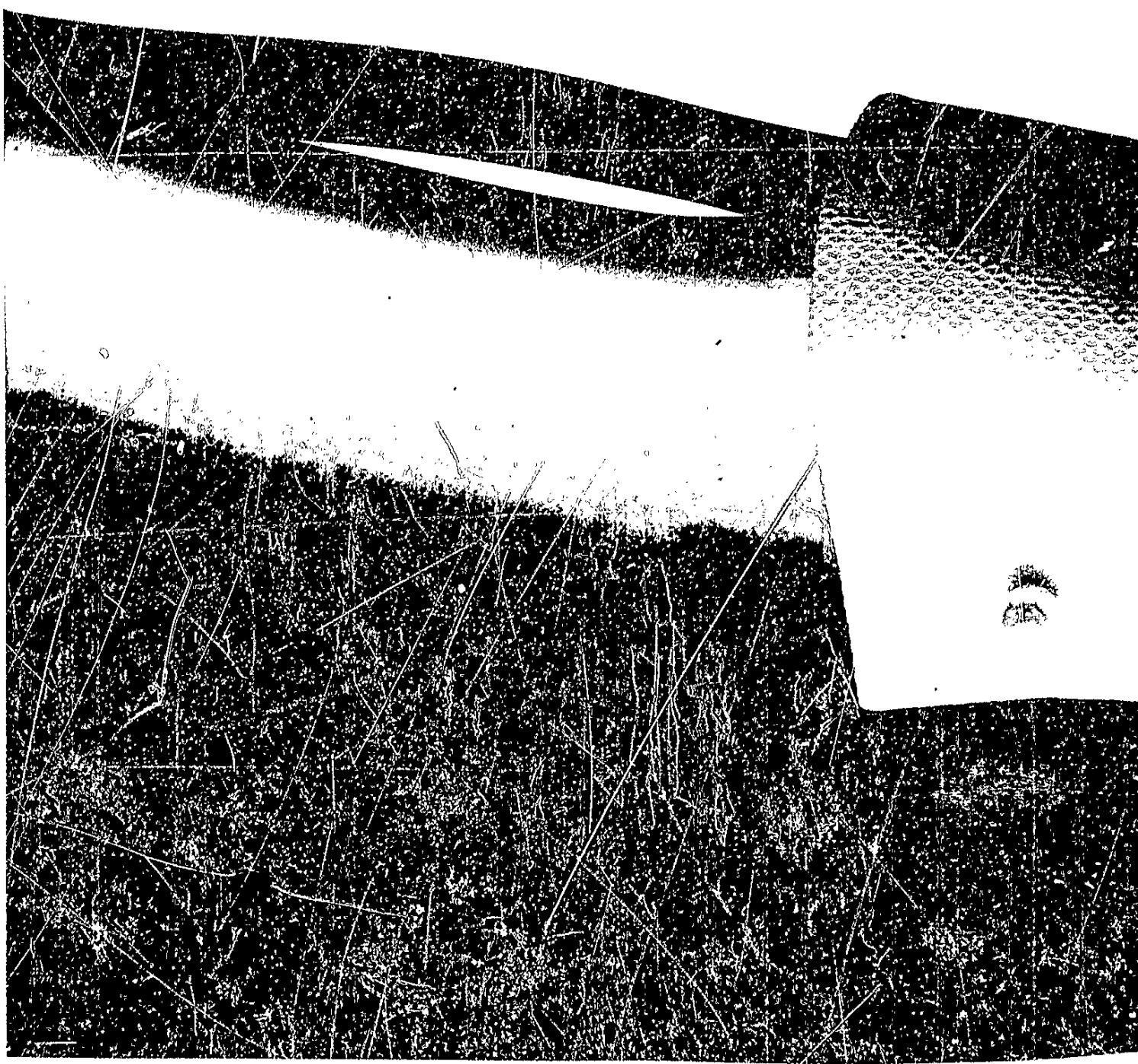
WIGHT COLLINS RUTHERFORD SCOTT (HOLDINGS) P.L.C.

3M

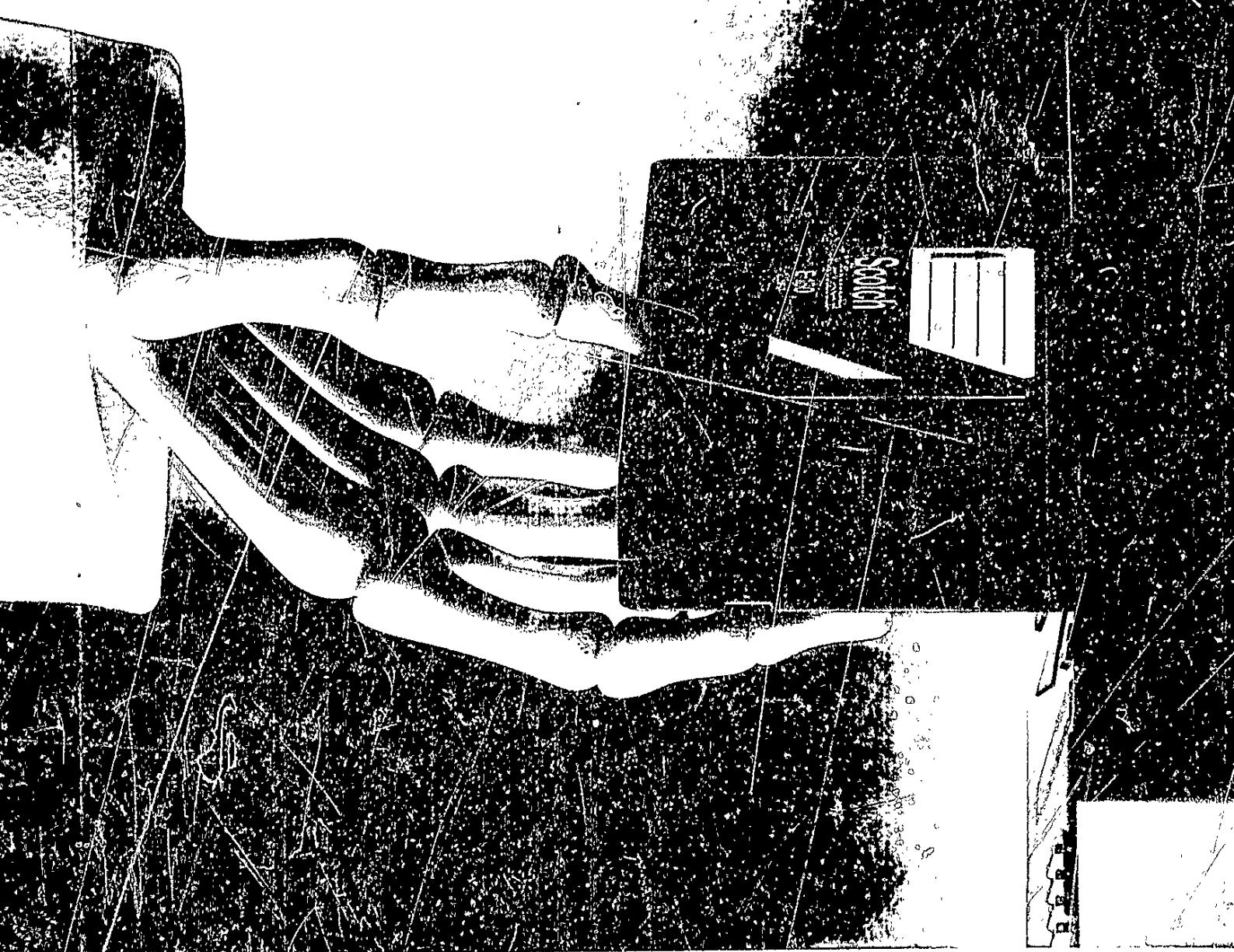
CASE
STORY

Scotch. The only videotape guaranteed for





BRAND LEADER AFTER ONLY FOUR WEEKS OF ADVERTISING



IN JUST SIX MONTHS SCOTCH HAS MORE THAN DOUBLED BRAND SHARE (7.9% TO 18.7%) AND MOVED FROM BEING THE 3RD/4TH BRAND TO UNEQUIVOCAL BRAND LEADER OF A £180M MARKET.

This case history dramatically shows the importance of:

- (A) Examining a product until its strengths become evident.
- (B) Taking an early lead in an undeveloped market by single-mindedly focusing on the product's strengths.
- (C) Developing a long term campaign with a memorable, relevant branding device.

THE PROBLEM

In March 1983 3M approached WCRS with a challenge. How could 'Scotch' videotape develop into a key brand in a rapidly developing yet price orientated commodity market – and secure a profitable long term future?

AN OPPORTUNITY?

Scotch Videotape was judged by consumers to be no better or worse than any other reputable videotape.

Upon further investigation we discovered that Scotch Tape manufacturing technology was better than its competitors. However this did not provide any relevant advantage to the consumer.

DEVELOPMENT OF SCOTCH BENEFIT

Competitive advertising messages all claimed 'good picture quality.' The similarity of message served only to confirm the commodity nature of the market.

We set out to find a genuine advantage for Scotch over the competition. Re-recording, was likely to be the most fertile area to investigate further.

Specially arranged product tests in 3M's laboratories showed that Scotch videotape (and other quality video tapes) were capable of successfully re-recording many more times than consumers thought possible.

THIS WAS THE KEY

Research showed that the claim that Scotch tape could re-record more than 500 times without losing picture quality was enthusiastically received.

But the risk with this proposition was obvious – it wasn't unique. Competitors could easily upstage us.

Analysis of the behaviour of the heaviest re-record users proved to us that in reality our product could be used almost indefinitely.

At that time 3M had a policy of replacing all tapes with no quibbles (so too did many competitors). We therefore recommended, given the company's confidence in the product, that the consumer be offered the ultimate product quality statement.

A LIFETIME GUARANTEE

Further consumer research endorsed our recommendation. It also checked out successfully with the trade who were only too pleased to be given tangible evidence for recommending one brand over another.

CAMPAIGN DEVELOPMENT

The brief was simple and the proposition was strong. The only problem was to find a long term campaign property that aided recall in a relevant way.

Archie, our skeleton, was the solution.

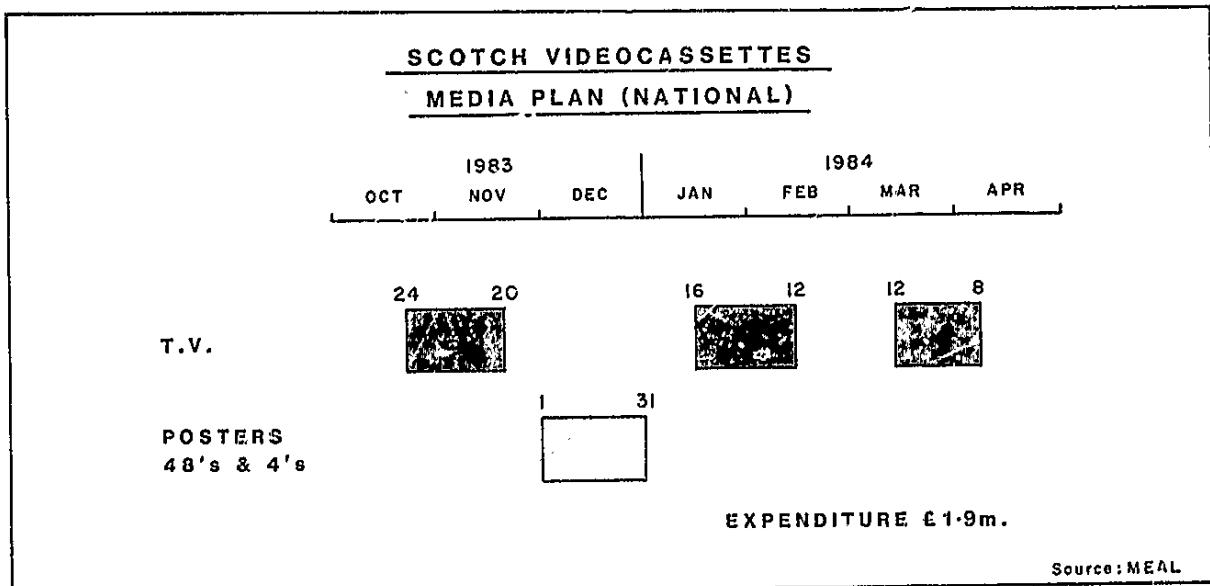
Consumers, once convinced that he could be 'cuddly and nice,' thought of him as the ultimate lifetime guarantee presenter.

Finished film research confirmed the attractiveness of the character, his branding strengths and most importantly the communication of our lifetime guarantee promise.

THE MEDIA STRATEGY

Awareness had to be built quickly. Once achieved, any competitive activity would only enhance the position as *the first, the original and the best*.

T.V. was chosen as the main medium, given the product field and the broadness of the target group, with posters as support.



BRAND LEADERSHIP – ALMOST OVERNIGHT

Within two months of the re-launch – Scotch had become the brand leader.

Distribution was improved and offtake, up by nearly 300% in some outlets, rose to give the brand an 18.7% share.

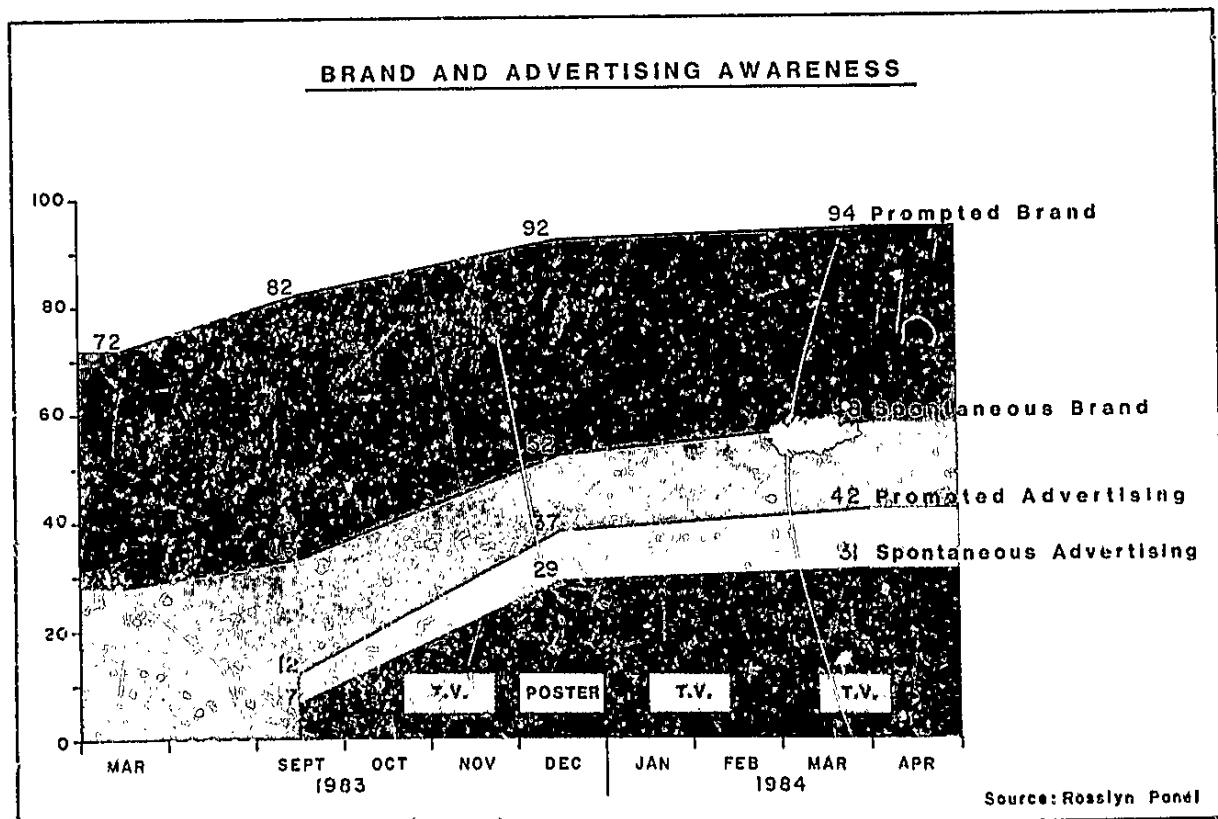
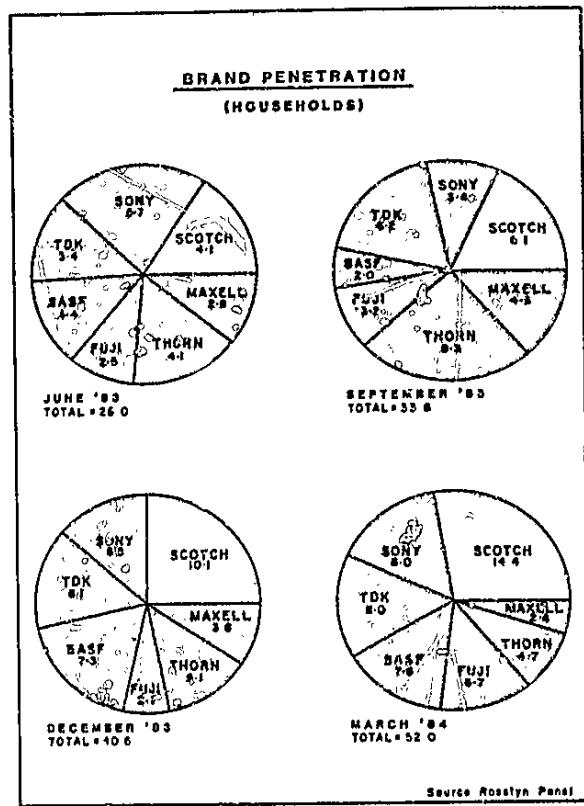
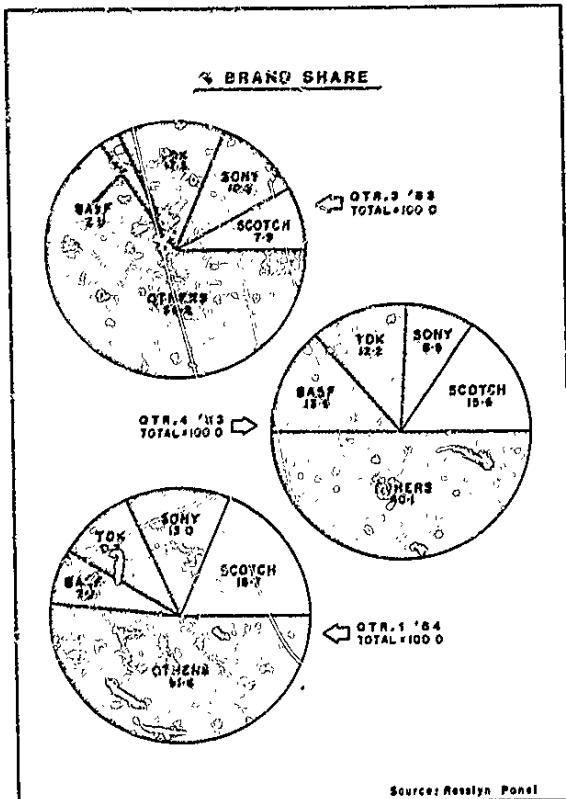
3M'S COMMITMENT TO SCOTCH

This result beat original volume targets and has further justified an investment of £18m in 3M's manufacturing plant in South Wales.

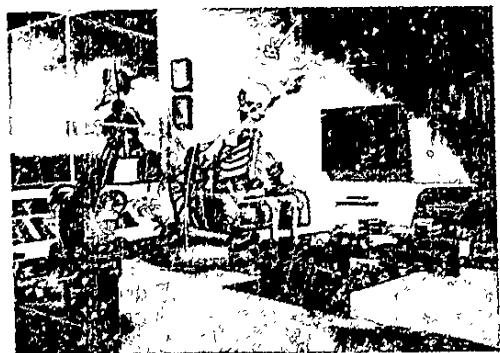
TRADE – POSITIVE RESPONSE

For the first time substantial numbers of retailers actually approached 3M asking to stock Scotch! The new 'Scotch' positioning has given 3M solid sales arguments to build the brand's long term franchise with the trade.

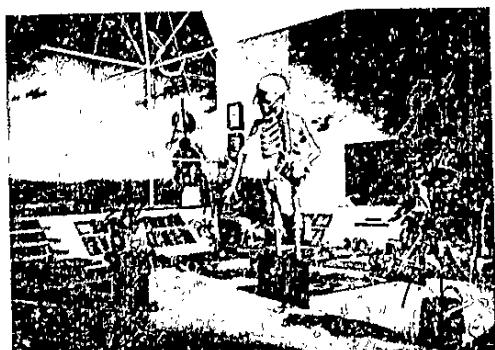
NOTE. Full details of the proposition are not included in this text as the ads. (which are shown) spell it out in great detail.



THE ADVERTISING



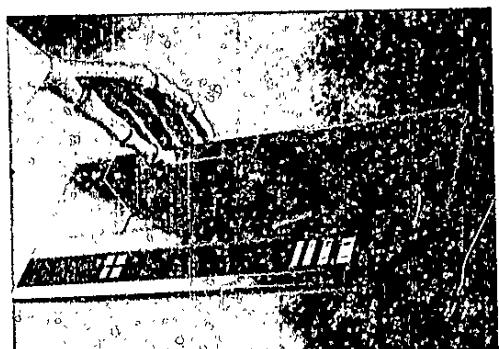
"I bought this Scotch Videotape back in 1984.



"D'you know it was guaranteed for a lifetime."



"They said it didn't matter how many recordings I made,



"everyone would be as good as the first."



"Well, I had my doubts about that at the time. But I don't know, I'm beginning to believe it now."



"Every recording as good as the first. Or we'll give you a new tape."

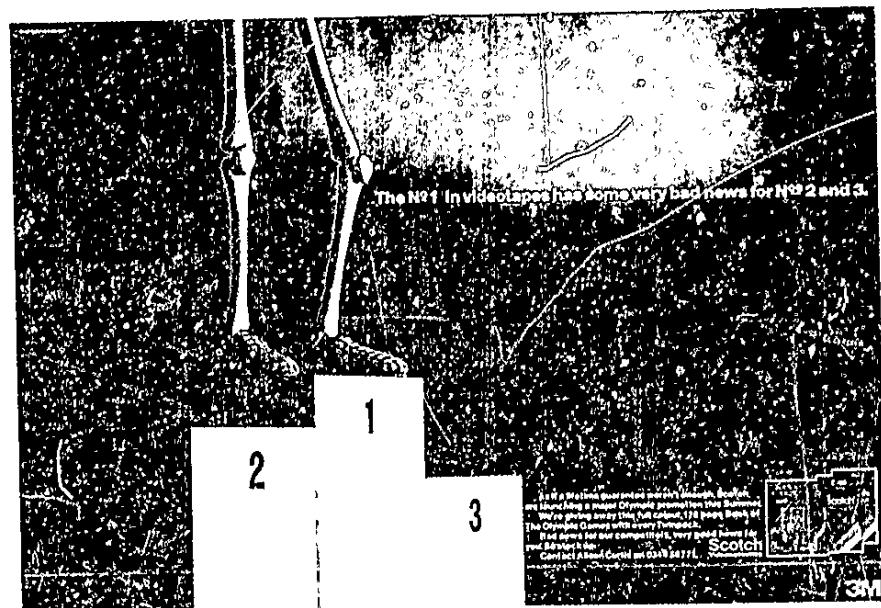


You can watch Scotch forever.

DEPT.
ADVERTISING.



Colour Magazine - Trade



Colour Magazine - Trade

Scotch. The only videotape
guaranteed for life.



48 Sheet Poster