

# O.V.D. gives you a sweet opportunity to boost sales.

## SCOTLAND'S FAVOURITE DARK RUM

O.V.D. is Scotland's favourite dark rum with over 50% of the market, and from April it's set to grow with the launch of a national advertising campaign across the country. We're giving you the chance to cash in now with this promotion. Customers have the chance to walk away with the brand new series of the fantastic Scottish comedy 'Still Game' on DVD, a branded harmonica or a Greggs Scotch pie and you get to walk away with a boost in sales.

### The details:

1. Arrange the Point of Sale provided and shuffle the O.V.D. scratchcards.
2. Inform any customer ordering rum of the promotion.
3. Every time someone buys a single measure of O.V.D. simply give them a scratchcard.
4. If they win the DVD or the harmonica give them their prize there and then. If they win the Greggs pie, explain they just need to take their scratchcard to their local Greggs to claim their free pie (store list included in kit).
5. Remember to only give away one voucher per person per day.
6. Once you have run out of scratchcards take down the supporting Point of Sale.

### The O.V.D. 'Sweet Spot' promotion kit contains:

- 8 x Promo Posters
- 1 DVD
- 78 Scratchcards
- 10 O.V.D. Harmonicas
- 8 x Tent Cards
- 28 Greggs pies (winning scratchcards\*)

For on trade enquiries regarding O.V.D. or other brands distributed by First Drinks, please contact Emily Warner on 02380 316174, or your local Spiritworks Business Development Executive who will be happy to help.

### The O.V.D. optic:

To order your FREE O.V.D. optic call 0800 328 4553

Available in both 25ml and 35ml sizes. Please allow 4 working days for delivery.



### Supporting point of sale:



Poster



Tent Card



Scratch Card

### Prizes:



DVD

Pie

Harmonica



Get a FREE\* D.V.D. from O.V.D.

\*Requires a proof of purchase and £2.00 p&p.

### Have an O.V.D. with some old pals

The sweet, dark taste of O.V.D. made with the finest demerara sugar – what more could you want?

### How about some good company?

Sit back and have a laugh at two other blokes with a Sweet Spot – Jack and Victor in the hilarious 'Still Game'. We're giving away the entire fifth series on DVD, so you can join in with the singing down at the pub.



### How to get your Still Game DVD

To get the complete fifth series of 'Still Game', just fill in the form opposite. Then send the form, a cheque or postal order for £2.00 made payable to 'First Drinks Brands Ltd', and your till receipt showing that you bought 1 bottle of O.V.D. (70cl or litre or 2 x 35cl bottles) to: O.V.D. Sweet Spot Promotion, First Drinks Brands Ltd, Imperial House, Imperial Way, Southampton, Hampshire SO15 0RB.



Enjoy O.V.D. responsibly

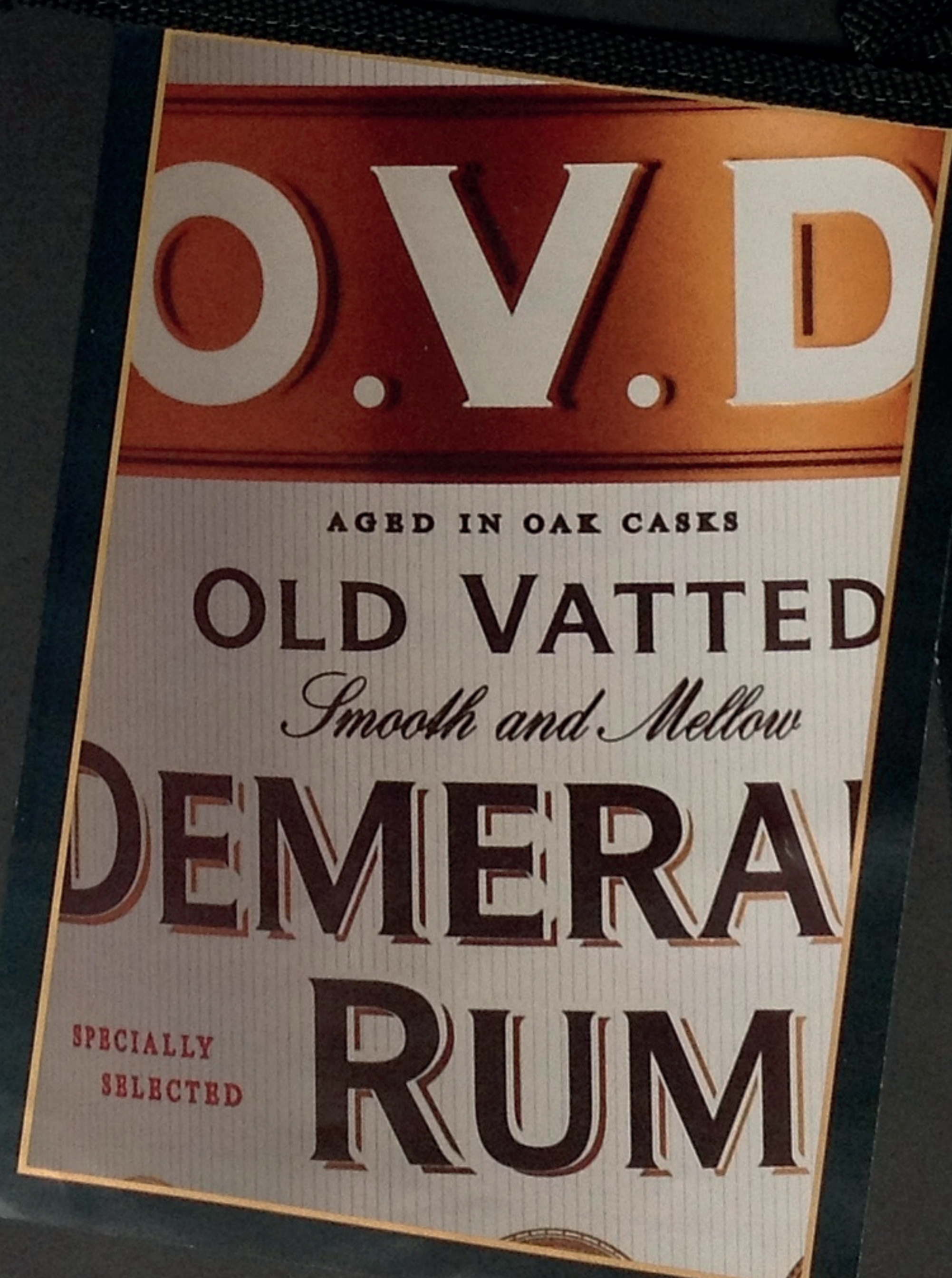
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 (aged 18 or over)

Your details may be used by First Drinks Brands Ltd. for marketing purposes. If you prefer not to receive marketing communications please tick this box.

### O.V.D. 'Sweet Spot' neck collar Terms & Conditions

1. Only open to UK residents aged 18 yrs or over, excluding employees of First Drinks, their families, agents, and anyone else professionally associated with this promotion. 2. NO PURCHASE NECESSARY. To enter, send your name, address and telephone number on a plain piece of paper to O.V.D. 'Sweet Spot' scratchcard campaign, First Drinks Brands Ltd, Imperial Way, Southampton SO15 0RB and you will be sent a scratchcard. 3. Only one scratchcard available per person per day when purchasing a measure of O.V.D. Dark Rum. A measure is taken to be 1 x single measure of 25ml or 35ml pending outlet status. 4. Total prizes available include 250 Still Game Series 5 DVD, 2,500 O.V.D. Harmonicas and 7,000 Greggs Scotch pies. 5. To claim the Still Game DVD and harmonica, hand your winning scratchcard to a member of staff in the bar. 6. Harmonica may differ from image shown by 10th June 2007 (for Greggs store list see bar manager). 8. No cash alternative will be offered for any of the prizes. 9. No responsibility will be taken for any lost or damaged scratchcards. Promoter: First Drinks Brands Ltd, Imperial Way, Southampton SO15 0RB.

Please retain terms and conditions.



Have you won the 'Still Game' DVD? Or the harmonica? Or a Greggs Scotch pie? Simply scratch below to find out.



Enjoy O.V.D. responsibly

If you've won the DVD or the Harmonica simply hand your scratchcard to the barstaff and claim your prize. If you've got a Greggs pie waiting for you then just take your scratchcard to your local Greggs to claim your free Scotch pie.

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All participants must be aged 18 or over. Subject to availability. Promoter: First Drinks Brands, Southampton SO15 0RB.