

The secondary ads led by the *Daily Express*, with its huge readership spread over a broad cross section of the population, are also aimed at raising tourist as well as first class sales. An interesting point about the *Daily Express* ads, explained for CLANSMAN by U-C advertising manager Mike Paul, is that we are analysing the effect of a series of half pages against that of 11-inch three-column spaces in the same newspaper.

These black and white "joy ride" ads, in three newspapers, carry coupons for readers' replies, enabling U-C to identify the paper and the date of insertion when the coupons come back to Rotherwick House. No coupons are used in the spectacular whole-page colour ads or the small sailing day series.

For a company with a limited advertising budget approaching a high class customer, U-C believes a small number of well-placed spectacular ads—the *Times* colour ads in this case—pays off better than dispersing colour advertising in a wider range of media. Nevertheless John Andreae and his team see it as essential to keep up the advertising pressure throughout the year. So the overall campaign, including the black and white ads, is timed to run right through.

"We're just not letting people forget about our regular service," says Andreae, who is keen to stay in touch with the nucleus of those who must travel, year-round, for various common social or business reasons. For them, Union-Castle now offers one of the world's few remaining alternatives to economy class air travel. "People don't necessarily clip ads," Andreae reckons, "so easily as they remember what they see in the papers." The series of 37 sailing day ads (eight-inch double columns) in *The Times* has a regularity and frequency almost as unusual as the mailship service itself.

On the production of this year's ads, Mike Paul says there was a clear need for younger models in the new series of pictures. The mood shots in the colour ads were aimed at a clientele in the 30s age bracket, and a young group of models was chosen with this in mind. Under the direction of Tony Denarez (Haddons art director) they travelled out to Las Palmas in *Windsor Castle* and back in *SA Vaal*, shooting deck and interior scenes. The creative team had worked on previous U-C ads and knew in advance what they could.

The resulting shots used in the colour ads show young couples in very relaxed but everyday shipboard situations—lying on deck in the sun, lazing over tea in big lounge chairs, taking a sunset drink by the ship's rail. The copy used with them reflects the atmosphere of leisure combined with expectation of the African holiday to come.

The advertising has produced a steady flow of enquiries. There have also been enquiries for accommodation in the peak periods of winters ahead.

That, in fact, is one of the few worries John Andreae has about the campaign this year: that it might stimulate peak period demand—such as January/February south-bound—that could not be fulfilled. "Fortunately," he believes, "we are getting the essential message through to the public, that March to September really is a good time to go to South Africa."

■ Below: typical of the 1973 "joy ride" ads, carrying coupons for the convenience of newspaper readers. The deck shot used in this black and white ad is a version of one of the colour photographs used in Union-Castle's current whole-page colour advertising (unfortunately not shown here because of the limitations of CLANSMAN production).



Your 6,000 mile trip to South Africa could be a joy ride.

If you're going to Southern Africa, why not enjoy every mile of the way there in the easy going comfort of an ocean voyage with Union-Castle.

It's a dream of a holiday in itself with 114 days (to Cape Town) of sea going pleasures and leisurely good living. And no baggage problems!

Tourist fares start from as little as £159—even less if you are emigrating. Full board, of course. Ships leave almost every Friday, calling at Cape Town and other South African ports. Ask your travel agent or post the coupon for further details.



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SAFMARINE**

To UNION-CASTLE LINE, 19/21 Old Bond Street, London W1X 4AN. Please send me details of fares and sailings to South Africa.

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