

POSTERS

Careful consideration was given to suitable designs for posters, the message of which linked up directly with the press advertisements. We were fortunate in obtaining suitable central sites for posters in London and in eighteen important provincial cities, and it is felt that the New Zealand message has been brought prominently before the British public.

LANTERN SLIDES IN CINEMAS

Effective close support was obtained by the exhibition of a lantern slide on two hundred cinema halls located in the provincial cities, where the sixteen-sheet posters referred to previously were on display. The lantern slide was a reproduction of the poster design, and thus an effective tie-up was obtained between press, poster, and lantern slide in these areas of concentrated population. The exhibition of lantern slides continued until the end of November.

WINDOW OF HIGH COMMISSIONER'S OFFICE, 415 STRAND

Effective use has been made of this window in making displays which have stressed the part played by New Zealand in producing butter, cheese, and meat in the war years and in providing a considerable share of the rationed foodstuffs of the United Kingdom.

PROGRAMME FOR 1947-48

The publicity programme for 1947-48 will, so far as background work is concerned, continue to be conducted as a combined effort by the meat and dairy interests and be on similar general lines to the 1946-47 programme. Advertising will, however, be more concentrated on the use of women's publications and suitable trade and technical press, where permissible spaces are larger and continuity of advertisement appearance can be relied on, and less on newspapers, where space is limited and very expensive and continuity cannot be guaranteed.

Poster publicity will be extended and arrangements will be made for joint displays at important exhibitions such as ideal homes, British Industries Fair, and others which are recommencing after the stoppage during the war.

SPECIAL DAIRY PUBLICITY

It is also proposed to spend certain sums specially on publicity of butter and cheese when the restorations of brands are permitted, and in re-establishing personal contacts with retail grocery and provision trades by means of the Department's representatives.

A visit to New Zealand by the Department's London Advertising Manager has been arranged so that he may procure up-to-date photographs of technical processes in the manufacture of our export foodstuffs and also plan for the later production of a first-class documentary film of these processes.