

There was no departure from the basic policy upon which the whole plan and purpose of background advertising was originally built:—

- (1) To recall to United Kingdom consumers the traditional quality of food from New Zealand:
- (2) To remind them that supplies were maintained throughout the war and since:
- (3) To impress the idea of quality maintenance throughout, and that, although rationed to-day, the time will come when they may be bought by choice:
- (4) To pay due attention to the younger generation that they may acquire an agreeable and proper impression of New Zealand primary products.

The first thing to engage attention was the preparation of a new poster design. Ideas were sought, considered, and finally agreed in committee. The new poster incorporated the "shopping-basket" theme. This design was adapted for use on the slides for cinema exhibition as last year, the purpose being, very briefly, that posters outside, and slides in, the cinemas should be arranged to coincide in the areas of heavy population.

POSTERS

It was agreed that the allocation of posters should be on a similar basis to last year—viz., 1,000 16-sheet bills (10 ft. high, 6 ft. 8 in. wide) distributed between twenty provincial centres of population, and in London 150 48-sheet bills (10 ft. high, 20 ft. long), as against 130 last year. In addition, several more of the special solus positions have been acquired in London and nearby suburbs, bringing our total of such sites to fourteen. These latter sites are particularly valuable for our purpose.

LANTERN-SLIDES IN CINEMAS

Reproduction of the current poster design projected on cinema screens was in progress in 200 cinemas in suburban and provincial cinemas during the whole of the year, the estimated total audience of which, based on cinema seating capacity, is in the region of 140,000,000. This linked up extremely well with the posters displayed in the same areas.

PRESS ADVERTISING

Due to the restrictions on the size of spaces allotted to advertisers, it became necessary, as previously stated, to revise the appropriation in this field.

Women's journals, in which larger spaces were obtainable, together with weekly periodicals, including the *Radio Times*, now occupy pride of place. The circulation per issue of the media in use totals approximately 10,000,000, and, taking an average of six insertions in each during the twelve months' currency of the schedule, it is estimated that about 60,000,000 advertisements will have appeared. The trade press has been regularly used to keep the respective distributors fully informed of the programme.

EXHIBITIONS

The first post-war *Daily Mail* "Ideal Home" Exhibition opened its doors to the public on 4th March, and by the closing date on the 29th March had attracted an all-time attendance record of over a million visitors. It was scarcely to be expected that the attractions of the show would be so numerous or of such quality as before the war, but nevertheless it was altogether a most creditable achievement and deserved the support it got.