



## Adding weight to the IPM Seal








The IPM Seal represents a new standard in consumer protection and the compliance of promotional terms and conditions.


As a reminder, all those granted usage of the IPM Seal by the Legal Advisory Service should also ensure that the actual implementation of the promotion conforms to the requirements of the CAP Code - and indeed, the majority of you do. This requires instant wins to have an "Independent audit statement" showing that the distribution of prizes is fair and random, that prize draws, whether by paper, text or web, are independently supervised, and that for competitions at least one member of the judging panel is independent, meaning not associated with the promoter or their intermediaries.

If you do need help with any of the above, the following six IPM members come highly recommended and have agreed to operate within IPM approved guidelines.

	Name	Contact Details	About the Service Provider
	<b>PromoVeritas Ltd</b> – the independent promotional verification service	<b>T:</b> 020 7 060 0232 <b>E:</b> <a href="mailto:jeremy@promoveritas.com">jeremy@promoveritas.com</a> <b>W:</b> <a href="http://www.promoveritas.com">www.promoveritas.com</a> <b>Contact:</b> Jeremy Stern	Founded in 2002, they operate via a nationwide team of auditors able to provide a low cost, fast response. Promoter Clients include BBC (e.g. Eurovision Song Contest), Pernod Ricard, DVLA, Sainsburys, British Gas, Unilever & Kraft. Agency Clients include most of the Top 20 agencies. UK and European expertise
	<b>Diss Promotional Services Ltd</b>	<b>T:</b> 01379 649400 <b>E:</b> <a href="mailto:jpockett@ark-h.co.uk">jpockett@ark-h.co.uk</a> <b>W:</b> <a href="http://www.diss.net">www.diss.net</a> <b>Contact:</b> Julia Pockett	Diss Promotional Services can provide competition handling and 'free prize draw' management involving receipt and validation of entries; data capture and storage; independent judging; production of winners' letters and lists; printing of winners letters; packing and despatch of prizes. Diss provides this service for clients such as Procter & Gamble and Nestle.

	Name	Contact Details	About the Service Provider
 <p><b>focus</b> international loss adjusters ltd</p>	<p><b>Focus International</b></p>	<p><b>T:</b> 01923 682255 (Watford)  <b>T:</b> 020 7763 6272  <b>E:</b> <a href="mailto:linda@focusila.com">linda@focusila.com</a>  <b>W:</b> <a href="http://www.focusila.com">www.focusila.com</a>  <b>Contact:</b> Linda Wylde</p>	<p>Focus provides promotional risk management and advice as independent adjudicators and risk managers for sales promoters, and leading promotional insurers. Known for our expertise, integrity and discretion from the smallest draw to the most complex prize mechanic, just a few of our clients include Unilever, Diageo, and Nestlé.</p>
 <p><b>enable</b> marketing and promotions</p>	<p><b>Enable (Marketing and Promotions Ltd)</b>  The promotional compliance, logistics and security experts.</p>	<p><b>T:</b> 01934 853770  <b>E:</b> <a href="mailto:neil.barnes@enablemp.com">neil.barnes@enablemp.com</a>  <b>W:</b> <a href="http://www.enablemp.com">www.enablemp.com</a>  <b>Contact:</b> Neil Barnes</p>	<p>Working behind the scenes to ensure your promotions are honest, fair, and free from fraud, secure, legal and code compliant.</p> <p>Enable's reputation and experience covers: instant win, competitions, judging, prize draws and seeding, unique codes, promotional security, project management and more. Clients include: Heinz, Shell, Ford, Royal Mail, and Wrigley's.</p>
 <p><b>mrm</b> Multi Resource Marketing</p>	<p><b>Multi Resource Marketing Ltd</b>  The UK's leading provider of below the line marketing services.</p>	<p><b>T:</b> 0844 991 2345  <b>E:</b> <a href="mailto:melanie.kilbourne@mrm.co.uk">melanie.kilbourne@mrm.co.uk</a>  <b>W:</b> <a href="http://www.mrm.co.uk">www.mrm.co.uk</a>  <b>Contact:</b> Melanie Kilbourne</p>	<p>MRM works proactively with clients right from the planning stages to deliver multi-channel solutions for all their promotional marketing requirements. Working seamlessly with your brand or agency we deliver measurable results to allow you to clearly evaluate your campaign against defined objectives.</p> <p>Clients include the BBC, IPC Media, British Gas, HJ Heinz, Government, H Bauer Publishing, GSK, Threshers, Wilkinson's</p>

	Name	Contact Details	About the Service Provider
	<b>Granby Marketing Services Ltd</b> Integrated / Innovative / Intelligent	<b>T:</b> 01254 604103 <b>E:</b> <a href="mailto:soxley@granbymarketing.com">soxley@granbymarketing.com</a> <b>W:</b> <a href="http://www.granbymarketing.com">www.granbymarketing.com</a> <b>Contact:</b> Stewart Oxley	With over 50 year's experience, Granby is one of the UK's leading fulfillment, response and brand support businesses. We have extensive knowledge in the sales promotion arena, undertaking campaign response management, fulfillment, independent judging and customer services for clients such as Kimberly Clark, Sainsbury's, Coca-Cola and Unilever.
	<b>The KWS Consultancy</b> Marketing Consultants	<b>T:</b> 01628 525482 <b>E:</b> <a href="mailto:ken@kenspedding.com">ken@kenspedding.com</a> <b>Contact:</b> Ken Spedding FIPM	As a self-employed consultant with minimum overheads and 40 years experience in the industry, Ken can provide an individual, efficient and competitively priced service for independent judging and supervision of all aspects of promotional activity. Clients include Muller (several brands), The Media Group, Kerrygold, Green Island Foods, Perspectives Red Cell, Pearl Assurance and Watermark.

	Name	Contact Details	About the Service Provider
	<b>PIMS-SCA</b> Promotional Risk Management	<b>T:</b> 020 7434 3046 <b>E:</b> <a href="mailto:mattb@pims-sca.com">mattb@pims-sca.com</a> <b>W:</b> <a href="http://www.pims-sca.com">www.pims-sca.com</a> <b>Contact:</b> Matt Butcher	<p>Since 1987 PIMS-SCA has been a leading promotional risk management provider of Fixed Fee, Prize Coverage and Prize Adjudication solutions to the sales promotion industry.</p> <p>As well as providing promotional risk management, our services include the provision of fair, random and auditable prize draws and chance-based prize allocations, with our secure Drawserver and TrueDraw products.</p> <p>Clients include: Muller, Chevrolet and Molsen Coors..</p>