



Derek Brockis

... from marketing  
 ation (BDMMA). A  
 ievement for a not-  
 ) company. The  
 was presented at  
 MMA luncheon and  
 ion at the Carlton  
 Hotel in London, on  
 ber 14.

pany name will now be  
 l on the solid silver  
 postbox style trophy  
 the Kemps Directory  
 or Export. It joins such  
 names as ICI, Hawker  
 and Thames Television.  
 phy is not awarded  
 if it is felt that no  
 has reached the standard  
 ing and presentation

But for 1978-79 the  
 decided that the MEL  
 n, prepared in co-  
 with The House of  
 mited a London mailing  
 , was likely to be a very  
 n increasing export sales.  
 duct, the company and  
 it were news to us" said  
 ges. "But we were  
 l by the professionalism  
 ming and the campaign.  
 L's special winning entry

# MAJOR AWARD



THE HONORARY JURY PICKS UP!

**"trust us  
 to be first"**

Direct Mail Assoc. and the USA  
 Direct Mail Marketing Assoc. as  
 an example of what it takes to be  
 top. It will also be seen at the  
 International Direct Mail  
 Conference in Montreaux and in a  
 touring exhibition visiting six  
 countries.

Trust MEL, to be first showing the



Derek Brockis (right) of Chaffers Post accepts the award on behalf of MEL.