

PA on US Advertising file @ 9/3/79

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NI Development Office
British Consulate-General
150 East 58th Street
New York
NY 10022

7 March 1979

Dear Reg

The Secretary, Frank McCann and I had a meeting yesterday with John De Lorean and his Managing Director, Chuck Benington. The meeting was essentially for the purpose of maintaining contact and De Lorean reported good progress in the setting up of the new operation.

He also said that the company would in about 2 months time be appointing its own advertising agents in the USA and that they would then be working out an advertising strategy which might include arrangements for targetting campaigns towards particular areas. He suggested that it might make sense to co-ordinate these arrangements with our own drive in order to heighten awareness on a selective basis both of the impending arrival on the scene of the De Lorean car and of the fact that it is coming from a country with a well established industrial, and particularly engineering, tradition where advanced technology flourishes.

We agreed that the idea was worth exploring, probably in the context of a discussion involving the company's agents when appointed, Ayer and yourself. You may therefore like to note the point and see if such a meeting could be arranged at the appropriate time. If you want us to keep track of the company's moves to appoint advertising agents Frank can no doubt do so at this end. It strikes me that your series of advertisements featuring the positive attitudes of NI labour might fill the bill with little or no adaptation.

Yours sincerely

J B C LYTTLE

cc Mr Jolley
Mr McCann

@ 9/3/79
The Secretary

JJB