

News Release



News release

Dated: 19th December 2006

Page 1 of 2

King of Sweet Temptations takes the crown at BPMA awards ceremony

John King of Sweet Temptations scooped the coveted prize for the BPMA's Service Excellence – Make It Happen award at the 2006 Awards ceremony and Christmas lunch held at the Langham Hotel in London on the 14th of December.

The award recognised King's excellent work in bringing a complex confectionery based promotion together under demanding circumstances for VCCP on behalf of their client Texaco.

King, in the spirit of getting the job done no matter what hurdles may be in the way, gave up a weekend to fly out to Spain where a production facility had been sourced to carry out the intricate process of double flow wrapping large quantities of sweets featuring both external promotional wrappers and internal prize winning mechanics with built-in security features.

The process was further complicated by the requirement to use 13 different flavour variants requiring their own individual wrappers, strict security issues, a tight deadline schedule and the inherent cultural differences between the British and Spanish teams.

News Release



King who is fluent in Spanish arrived at the Spanish production facility at 11pm on the Friday night and worked through every aspect of the production and transport process right through to 10pm on the Sunday.

Working as translator, liaison and intermediary, King was able to ensure that all aspects of this demanding process ran smoothly and even guided the lost Spanish delivery driver through to his final destination upon his arrival in the UK.

This level of dedication is all in a days work for King and the Sweet Temptations team. Upon accepting the award King modestly commented that he was delighted to be recognised for his efforts but that he was simply doing what he and the team always do – focus on getting the job done and creating happy customers.

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