Now in its fourth year, BNFL's advertising strategy continues to evolve and build upon the communication achievements of previous years. The case study this year will reflect upon progress so far and will concentrate specifically on the 1998 campaign development.

It will begin by briefly reiterating the role we believe advertising plays in the communications mix and by recapping on the theoretical framework upon which the strategy continues to be based.

Last year, I presented a case study on the development of BNFL's second television advertisement and supporting media. This year, I will present opinion research data which indicates that BNFL has, indeed, begun to detach itself from the contentious debate which surrounds the nuclear industry in general. Verbatim comments from respondents demonstrate that BNFL is now being perceived more widely within the UK as a successful corporate entity.

The presentation will concentrate on the decision-making and research process which led us to select the content of our third advertising campaign. One key consideration being the impact of BNFL's merger with Magnox Electric plc and how their activity was incorporated into the overall advertising strategy.

Having established key image characteristics through describing BNFL's scientific achievements and, more recently, BNFL's fuel recycling capabilities, the presentation will outline why this time we have opted for a 'total capability' advertisement whilst endeavouring to retain the five key image criteria which are at the heart of the strategy. Specific areas covered will include our clearance of the advertisement through the UK's advertising regulatory bodies (the Broadcast Advertising Clearance Centre (BACC) and the Independent Television Commission (ITC). This in itself will demonstrate the importance of gaining detailed substantiation and legal clearance of the advertising claims made.

Finally, we will share our experiences of each production phase, not least, the final round of focus group research and the basis upon which the media schedule is finalised, prior to the first broadcast of the new television advertisement in January 1998. The success of any advertising activity is indicated ultimately by the opinion research tracking we conduct through independent research specialists MORI. Equally, we believe that to maximise its impact, the messages should be reinforced at every appropriate opportunity whether it be to an external audience or, as importantly, to our own employees. The presentation will identify the ways in which we plan to achieve maximum continuity across all communications activity.

The case study, which will include a selection of slides and video clips, aims to follow-on from the insights of previous years. We hope it demonstrates the crucial role advertising can play in the ever challenging and sophisticated communications field we all operate within.