

Marketing

12 January 1995

£1.50

NatWest £23m media account moves into BBH

By Amanda Richards

National Westminster Bank has ended weeks of speculation by centralising its £23m media-buying account with Bartle Bogle Hegarty.

The move represents an £8m win for BBH which, until now, had split the business with CIA Media. CIA was responsible for the bank's direct-response business.

NatWest marketing director Raoul Pinnell said the decision to appoint BBH, which already handles its creative work, should not be interpreted as the bank being wedded to the idea of a full-service agency.

"We were not unhappy with the media buying efficiency audits we carried out on CIA Media," said Pinnell. "But we wanted an agency which could best co-ordinate and integrate our activity and BBH came out best."

He added that BBH media operated from a separate building to that of the creative business, and its efficiency would be reviewed in isolation. BBH was also judged on its ideas for creating "more dynamic communication links between client, agency and other parties," said Pinnell.

BBH will take over the direct response work in April. Pinnell is continuing to rationalise the rest of NatWest's agency roster.

NatWest signs for kiosk trials, page 5

THIS WEEK

Scotching the rivals



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Virgin's territory?

Condoms, airlines, vodka, CDs and now financial services bear the Virgin name. Amanda Richards wonders whether the brand can take the strain 12

Exit, tragic hero...

A classic hero who fell via the plottings of smaller men? Or is there another story? 15



Job of the Week

Are you looking for a major opportunity in financial marketing? Clydesdale Bank would like to hear from you. See *Moves*, page 33

Mars beaten as England backer



England squad: Green Flag is given the green light for sponsorship

By David Teather and Alex Benady

Mars has lost out in the fight for the first sponsorship of the England national football team.

The confectionery giant was beaten into second place by relatively unknown UK company Green Flag, which will act as main sponsor to the national squad for the next four years. The deal is worth £4m to the Football Association and takes in both the 1996 European Championships and the 1998 World Cup campaign.

Green Flag is using the sponsorship to rebrand the six firms in the group, including the UK's third largest car recovery firm, National Breakdown. Marketing budgets across the group will rise from £7m to £13m during the year.

The Green Flag logo will appear on all non-match kit, training wear and replica kit, around stadia and on broadcast credits. FIFA regulations prevent branding on the team's playing strips.

"There will be the inevitable knee-jerk reaction from the 'purists', but we have chosen a non-contentious, British company. It would be different if Citroën were the main sponsor," said Andrew Crocker, head of soccer at International Management Group, which brokered the deal.

Sales and marketing director of Green Flag, Yuseph Hedar, added: "A lot of our services cross over and we wanted them to come under the same banner. But to make a definitive change we had to do something big."

Chief marketer exits in Gaymer owners' shuffle

By Ros Snowden

Elaine Robinson, the woman behind the £7.5m Babycham relaunch, has become the latest casualty at The Gaymer Group following its buy-out by Matthew Clark.

Robinson, who was sales and marketing director at The Gaymer Group, is to leave the merged company once the new marketing team is in place. The marketing department will be run by Matthew Clark marketing director Mike Ader, who is revising all marketing jobs in a cost-cutting exercise.

Robinson, one of the most respected marketers in the drinks



Babycham ad: its mentor quits

business, had little choice but to leave when Matthew Clark bought out The Gaymer Group in October.

"There can only be one marketing director and Robinson is in the number two seat," said an insider.

Don Marketing trade ad seeks help of dealers

Sales promotion company Don Marketing is publicly appealing to Shell dealers to help provide evidence for legal action against Shell over the company's use of three of its promotions.

The agency has taken the unusual step of placing a half-page ad in *Forecourt Trader* asking Shell dealers whether they are "willing to complete a questionnaire which may assist us in our legal actions".

The ad specified the "Make Money", "Now Showing" and the "Shell Nintendo Game" promos.

"We want to know whether Shell dealers had made a contribution to the Nintendo and Make Money promotions and whether they would have continued if they had known what we know," said John Donovan, managing director of Don Marketing.

A writ issued last October by Don Marketing against Shell claimed not only that Shell had wrongfully used Don's ideas, but also that the Nintendo promotion was "insecure".

"We are surprised that Don has chosen this unusual course," said a Shell spokesman.

Heinz overhauls to capitalise on direct success

Heinz has followed up the success of its move into direct marketing by restructuring its entire UK business.

The company has poached Nigel Clare from Hillsdown Holdings to head frozen and chilled Weight Watchers and products, one of three new divisions created by the move. The others are grocery products and infant feeding.

The reshuffle, a further development of Heinz's category management strategy, means Weight Watchers brands, for example, will no longer be looked at as a separate entity, but split between the grocery and frozen food divisions.

"A lot of people are now buying Weight Watchers brands, not because they want to lose weight but because they want to be more healthy," said a spokesman.

"It makes sense to manage these brands as part of a bigger category."

Saatchi rumours fly as share price dives

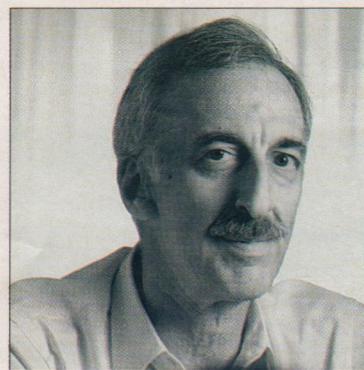
Speculation was growing this week that Maurice Saatchi may stage a takeover bid for Saatchi & Saatchi, though clients of the embattled agency seem to be holding steady.

Insiders say the duo are waiting in the wings to regain the control of the company when its share price has fallen far enough. It fell a further 16p to 107p on Tuesday.

The agency itself moved to restore client and City confidence with the appointment of experienced admen to top jobs.

It has called in Michael Bungey, chief executive of Bates Worldwide and Ed Wax, chairman of Saatchi & Saatchi Advertising Worldwide, to the board of the company. It has also made chief executive Charlie Scott acting chairman.

Big names including Procter & Gamble, Norwich Union, Carlsberg-Tetley, The Mirror Group



Wax: appointed to the board

and Campbell's told *Marketing* they had no plans to move. British Airways, however, would not deny rumours that it was reviewing. "We will continue to watch developments and all things will be considered in due course," it said.

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