

STOP PRESS

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Northwest Airlines is looking for a pan-European agency after dropping Impact FCA due to a conflict over the British Airways agency switch. "We regret the decision, we were forced into it by head office," said Colin Barette, manager of marketing programmes (Atlantic region).

Raffles cigarettes, part of the Rothmans company, has invited pitches for its above-the-line account. The brand has not advertised above the line since 1989.

Burkitt Edwards Martin has picked up the £2.5m Southern Comfort account after a two-way pitch with Young & Rubicam. The ads will include outdoor and cinema, with TV also being considered.

National Lottery watchdog body Oflot will rein in lottery organiser Camelot's profits after figures for the financial year ending March 31 showed it received £90m in start-up costs and profit since November.

Richard Branson will relaunch Virgin Megastore on Oxford Street as the world's largest music and entertainment store on June 1. Before the launch Virgin will be running a multi-media teaser campaign.

Scottish Power Retail has moved its £4m ad account out of Glasgow agency Bridge after a four-way pitch. Faulds will handle creative work and FB Media Direction the media. First work by Faulds will break on TV and press in the autumn.

HarperCollins is understood to have awarded its £1m ad account to Young & Rubicam after a two-way pitch with Simons Palmer Denton Clemmow & Johnson.

Nick Burrows, who recently resigned as marketing director for Swallow Hotels, has formed the Inspirational Marketing Company to run marketing programmes for operators within the hospitality and tourism sectors.

SMI has won the Creative Labs business with a value of around £2m. In eight years, Creative Labs has grown from obscurity to become a multi-billion dollar concern in the technology world.

Shell has confirmed that its senior management will hold talks with Don Marketing to resolve legal actions between the two. Don has issued a libel writ, a high-court action and a small-claims case against Shell in a two-year struggle over two disputed promotions.

Marks & Spencer's retail operating profits of £796.6m for 52 weeks this year were 6.4% ahead of last year's 53 weeks. In financial services, the M&S Card now has 3.4 million accounts equalling nearly a quarter of M&S's UK turnover.

Waterstone's has handed its £1m ad account to Bainsfair Sharkey Trott after a four-way pitch between Leagas Delaney, Mustoe Merriman Levy and Cogent. It is the first time the retailer has appointed an agency to conduct a dedicated advertising campaign.

Pizza Hut UK is at the shortlist stage in its hunt for a new marketing director. Peter Maslen, a general manager for Pizza Hut International, has been seconded to the role since November 1994 when appointee Paula Venels withdrew at the last moment to join Olympus Sport. Pizza Hut UK has also moved its £1m-plus direct marketing account out of IMP and into FKB Carlson. The change was made because IMP parent DMB&B has picked up the £16m Burger King business.

Owners push cable awareness

The Cable Communications Association is planning a generic campaign for cable television – jointly funded by rival companies across the industry.

Mirror Group, which next month launches Live TV, Associated Newspapers, which owns Channel 1, and SelectTV, part of a consortium bidding for Channel 5, are all expected to help fund

the campaign, which will run to several million pounds.

The campaign will be able to call on the existing media of the cable owners – such as newspaper titles. Live TV head Janet Street-Porter has already made representations about what a campaign should deliver to the industry.

The drive by the CCA is being spearheaded by marketing direc-

tor Mike Hayes, who left Nintendo to take up his new post at the beginning of the year.

Hayes has been developing the strategic branding idea for the cable industry and hopes to mirror the success of the Radio Advertising Bureau, which has helped commercial radio record growth in revenue of more than 23% for the second year running.

Häagen-Dazs in 'heat' premiere

By David Teather

Häagen-Dazs makes a landmark debut on the big screen next month with an ad that makes the first use of a military heat-sensitive camera.

The ad through Bartle Bogle Hegarty, 'Turning up the Heat', shows a cavorting couple getting redder as events get steamier, while the Häagen-Dazs stays a cool blue.

The £2m campaign is a development of the press and poster work which has helped the brand achieve a 29% share of the premium ice-cream market since its UK launch in 1989.

"After three years, we thought it would be very easy to just do more of the same so we decided maybe it was time for a review," said managing director of BBH, Simon Sherwood.

The ads maintain a sense of humour, with the intervention of a prudish, ice blue couple banging on the ceiling. The soundtrack is by jazz diva Sarah Vaughn.



Häagen-Dazs: cool blue

Grand Metropolitan Foods marketing director Clive Whittiker said the ads had been developed to maintain the brand's sense of surprise. "Our brief was to maintain the same strategy but to communicate it differently.

"The danger is that you can be drawn into a genre and then be stuck with it. We need to maintain our innovation. You can already see ads from people like Brylcreem going along the same creative path as previous work."

The 60-second ad will be shown across Europe and breaks in UK cinemas on June 2. A 40-second version will run on TV from the first week of July through to mid-September.

Media choice has been based around movie-goers with the TV campaign going out around films on Channel 4.

Häagen-Dazs is benefitting from the GrandMet policy of investing heavily in premium brands. Marketing spend was doubled this year to £5m.

Johnson selects BMP

Johnson & Johnson has handed its centralised £16m media-buying account to BMP DDB Needham after a three-way pitch against Initiative and Pattison Horswell Durden.

The decision brings together all buying for the US toiletries and baby-care company, which had previously relied on Initiative for the lion's share of buying on its brands, including baby-care prod-

ucts, along with Carefree, Panty Liners and KY Jelly.

The move will be a blow for Initiative which last week confirmed it had poached Phil Georgiadis, the former vice-chairman of WCRS as its new chief executive, following Adam Stanhope's departure at the end of last year.

Gary Bembridge, marketing director of Johnson & Johnson refused to comment.



Fuji breaks a national television commercial in support of its new film – Fuji Colour Super G Plus – through Saatchi & Saatchi this week. The ad features a surreal fairground setting and questions perceptions of reality: "You see fairground attractions, which you assume are real, but then realise you're looking at a photograph," a spokeswoman said. The UK launch is worth more than £2m and will run through the summer.

Bang & Olufsen retune brands

Danish hi-fi specialist Bang & Olufsen has appointed Jonathan Spence to the new position of director of marketing to reawaken UK consumer interest in its premium brands.

Spence joins from Sears, where he was marketing controller for Olympus Sportsworld. His role at B&O will be to revitalise the brand, which has lost its way since its mid-70s heyday.

"We believe that as a premium brand there is great potential in the AB market. We're looking at a renaissance," Spence said.

The parent company in Denmark has designated the UK as an international focus market with significant potential for growth.

A pan-European national press and magazine campaign by Grey – which will be adapted locally – will break in the autumn. Ad spend has not been finalised but Spence said it will be a "significant amount for this company".

"We're trying to get people to reconsider purchasing a more premium brand rather than a black box – because there are lots of black boxes out there but we have that fusion of form and function," Spence said.

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