

Marketing

INSIDE: CONFERENCES

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Iceland rethinks Coke/Pepsi with Virgin Cola deal

Iceland is reviewing listings of Coke and Pepsi after signing an exclusive deal with Virgin Cola.

This follows the launch of another pretender to the cola throne – Woolworths' Genuine American Cola, the third variant from the Cott Corporation of Canada, which slipped quietly on to shelves last week.

The 700-outlet Iceland chain is sole distributor of Virgin Cola in the frozen food sector. It joins Tesco, which has a six-month exclusive super-market contract. Virgin is negotiating similar deals with an off-licence and newsagent chain.



Cott has six premium cola syrups and will announce new deals in the near future. It also has a range of new-age products such as isotonic drinks, grape and cream soda.

"We have had interest from a retailer on a range basis," admitted Simon Lester, managing director of Cott Retail Brands.

CopyCotting catches on, page 17



Shell: denies claims it has repeatedly used ideas put to it speculatively, and says: "There is no case against us"

Shell struck by writ

By Alex Benady

A sales promotion company is suing Shell UK for over £350,000 for allegedly using its ideas in promotions worth more than £10m, without permission or, in some cases, payment.

Dom Marketing alleges in the writ issued at the end of last month that Shell, with which it has had a 13-year relationship, has repeatedly used ideas put to it

speculatively and in confidence.

Dom claims that Shell took its proposal for a promotion provisionally entitled "Hollywood Collection" and ran it in July under the title "Now Showing", despite the fact that Dom was already involved in two similar disputes with Shell.

John Donovan, managing director of Dom UK, said he could not comment on the case because of a confidentiality clause in an earli-

er arbitration. The claim mentions Shell's promotional manager Andrew Lazenby and seeks £50,000 for loss of concept fee and a further £150,000 for commission lost on the cost of printed materials.

The writ also mentions the other actions taken by Dom against Shell. It says that Dom has already served one writ on Shell in April this year concerning a Nintendo promotion which ran in 1993.

And it claims that Shell has paid a "substantial sum in settlement" to Dom following a writ issued in April this year concerning a third promotion entitled "Make Money".

Shell declined to comment on the case other than to say:

"It's a long running saga and has been in the hands of legal experts. We are contesting it because we believe they have no claim against us," said a company spokesperson.

THIS WEEK

Guccione eyes the globe

He'd rather be painting, but with 500,000 copies selling every month in Russia, the Penthouse boss will not be retiring to pick up those brushes for a while yet **22**

Media is no-man's land

Forget the dumb blonde, the dippy housewife, and the unflappable mum, today's unfortunate advertising stereotypes are... men **20**

The young ones

The secrets of youth remain as elusive to market researchers as ever. Cathy Bond tracks them to their lairs **25**

Job of the Week

Abbey Life is seeking some marketing magic from two wizard marketers. Could you conjure up the right qualifications and experience? **43**

NatWest to halve agency roster

The National Westminster Bank is slashing the number of agencies on its roster from 30 to about 16.

The bank is seeking to build a core roster across the main disciplines of advertising, direct marketing, design and public relations. A number of agencies have already secured places on the new roster including Bartle Bogle Hegarty, Judith Donovan Associates and Sheard Thomson Harris.

Those agencies on shakier ground will be assessed on current and past work, their relationship with the client and the circumstances surrounding their original appointment. Director of marketing Raoul Pinnell, who recently joined the high street clearer from the Prudential, the UK's biggest insurer, said it is "unlikely" to come to a formal repitch.

"We believe that we can control and manage our communications more effectively with a limited number of agencies," he said.



NatWest ad: agencies face bumpy ride ahead as client clears out roster

"We want a group with whom we can establish a significant two-way relationship. That will be a challenge for some of the smaller agencies, because they often begin a relationship by doing a piece of ad hoc work."

Agencies which claim NatWest as a client include Hamilton Wright, Euro RSCG Direct, PPHN, Citigate, Minale Tattersfield and Jaffe Design. The new roster will be announced towards the end of the year.

Coca-Cola rejigs European set-up as Hughes quits

Coca-Cola UK is to reorganise its European operations following the departure of UK chief Penny Hughes, who goes on maternity leave at the end of this year.

Hughes, who has been president of Coca-Cola Great Britain and Ireland since July 1992, said she will not be returning to the company

when her leave ends.

Her departure means Coke will revert to its former structure, with responsibility for the UK and Eire coming under Coca-Cola North West Europe headed by Gavin Darby.

Darby will relocate to London to run the new grouping, which in-

cludes Belgium, the Netherlands and Luxembourg.

In spite of the new threats posed by Virgin Cola and Woolworths' Genuine American Cola, the company says the reshuffle will have no immediate effect on marketing departments or its marketing budgets and strategies.

Helene Curtis's hiked ad spend moves into BMP

Haircare company Helene Curtis has doubled its UK ad spend to £5m and moved its account out of Simons Testa International and into its global advertising agency BMP DDB Needham.

The extra spend will benefit brands such as recently relaunched Finesse, and Salon Selectives.

BMP takes over in November, but joint creative work is already being developed by the agency's teams on both sides of the Atlantic and is due to break in the New Year.

Helene Curtis's UK marketing director Terry Corrigan said: "We have been very impressed with BMP's work in the US and believe it is logical to bring our advertising under one roof."

However, we will continue to address the specific demands of different markets."

BMP also handles creative work for Helene Curtis in the US, Australia and New Zealand.

Simons Testa International, a joint venture between Simons Palmer Denton Clemmow and Johnson and the Turin-based Armando Testa network, had held the UK account for just a year.

UK Media planning and buying will remain with Manning Gottlieb Media.



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