

# Campaign – 1<sup>st</sup> June 2007

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## THE WORLD 1

Bequipped rockabilly types and some odd farm machinery appear in a new ad campaign for Toohy's Extra Dry

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### Chicago Julie Roehm piles on the pressure in Wal-Mart fight



Julie Roehm, the former marketing chief of Wal-Mart, has upped the ante in the legal battle over her firing. In a new court filing, she accuses Lee Scott, Wal-Mart's chief executive, of buying yachts and jewellery for his wife at preferential prices as a result of his relationship with Irwin Jacobs, whose company buys unsold Wal-Mart stock. Wal-Mart disputes this. DraftFCB lost the \$570 million Wal-Mart account after two months, and Roehm was sacked after an alleged inappropriate relationship with a colleague, Sean Womack. Roehm denies showing any favouritism to DraftFCB, but admits Womack had met Howard Draft, the DraftFCB chief (pictured), to seek "advice on marriage issues".

### Detroit US car-makers attack fuel standards increases

US car-makers have launched a campaign warning motorists that proposed increases in fuel standards would drive up the price of vehicles. The ads, running in ten states, claim that a Senate bill requiring car-makers to raise fuel economy by 40 per cent by 2020 would make drivers less safe because they would be forced to build smaller cars. The campaign has been organised by the Alliance of Automobile Manufacturers, whose members include General Motors.



### New York MPG awarded Sears' media planning and buying task

Sears, the fourth-largest retailer in the US, has awarded its \$740 million media planning and buying account to the Havas-owned Media Planning Group. The company, which has around 3,800 stores across the US, picked MPG ahead of its incumbent agencies, MindShare and MEC Interaction. Carat and Horizon Media were also involved in the pitch. MPG's assignment includes planning and buying for all TV, radio, magazines, out-of-home, online and emerging media for Sears and its sister chain, Kmart. Maureen McGuire, the Sears chief marketing officer, cited MPG's record in providing solutions which integrated traditional and emerging media strategies and its expertise in reaching multicultural audiences as the reason for the signing. Young & Rubicam will continue to handle the Sears creative account.

### Malmö Niclas Froberg in new media agency network launch

Niclas Froberg, MindShare's former Nordic chief executive, is setting up a new media agency network, which he plans to launch in eight or ten European markets this year. The so-called United Nations network will open its first office in Stockholm at the beginning of August, in partnership with the consultancy group Results International. The venture plans to expand rapidly throughout Europe, with the UK, Germany and Scandinavia a priority. Froberg, who left MindShare in 2005, will have a 50 per cent stake in the network. The rest of the shares will be divided between Carl-Johan Grandinson and Jacob de Geer, the founders of the digital marketing company Tradedoubler. "We have already had talks with a number of potential customers," Froberg said.

### Shanghai Interactive brand sites questioned by O&M chief



Shelly Lazarus, Ogilvy & Mather's global chairman and chief executive (pictured), has dismissed the idea that consumer-generated advertising will increase in the future, casting doubt on the effectiveness of interactive brand websites. Speaking during a visit to Shanghai, she said: "This consumer-generated advertising is going to diminish in a few years' time. If our consumers are better at creating content than we are, then we're out of business." She also questioned the value of brand sites, where consumers play games and create their own content by saying: "Just because you interact, I'm not sure you're fully involved."



### Washington Kellogg makes a move to head off \$1bn lawsuit

Kellogg is close to an agreement that would head off a \$1 billion lawsuit against it over alleged unfair and deceptive practices in marketing food of poor nutritional quality to children. The company will impose new limits on its marketing after legal moves by two US consumer groups, the Center for Science in the Public Interest and the Campaign for Commercial-Free Kids. They have been threatening to sue Kellogg and Viacom since January 2006.



### Washington Six agencies in the running for Census brief

Six agencies have progressed to the next round of the pitch for the US Census Bureau's \$200 million 2010 campaign. The agencies include Ogilvy & Mather, DraftFCB and Young & Rubicam in New York, JWT in Atlanta, Omnicom's GSD&M in Austin, Texas, and Campbell-Ewald in Warren, Michigan. It is uncertain if a consortium of 25 agencies led by SY Coleman, of Arlington Virginia, which was to have served as sub-contractors on the business, will continue to be involved. All six are expected to take part in oral presentations later this month prior to a final selection by the Census Bureau at the end of August. Y&R created the campaign for the last census in 2000.

### New York Fox to enjoy a great 2008, US media experts say

US media experts are predicting a bumper 2008 for Fox as a result of the revenue it will generate from two of the biggest live events of the TV season – the Super Bowl and the American Idol (pictured) finale. Both attract huge amounts of advertiser attention because they are live events and are not threatened by TiVo-ing viewers, who "zap" through ads. The Super Bowl, shown on CBS this year, was the second most-watched event, attracting an audience of 93.2 million.



### Paris Bodier announced as Initiative France president

Stéphane Bodier has been named as the president of Initiative France and co-president of the group's buying consortium, Magna Global France. Reporting to Dirk Wiedenmann, Initiative's head of regional operations, he will work alongside the managing director, Pierre Gaymard, to maintain client services and develop new business. A pioneer in online offerings targeting the youth market, Bodier, a former managing director of Initiative Paris, will also use his experience to bolster Initiative's digital expertise. Wiedenmann said: "Stéphane's all-round understanding of media, knowledge of the French market, and ability to create effective business solutions integrating digital media is the perfect combination for us."

### Jakarta Initiative and Universal consolidated into IPG Media

Interpublic is set to consolidate the Indonesian media operations of Initiative and Universal McCann into one holding company, which will be called IPG Media. The move is thought to have been sparked by the loss of a key IPG local client, XL Telecom. Sources revealed key management staff at Universal McCann had been offered jobs at Initiative and at another IPG operating company, DraftFCB. Universal McCann's 18-strong workforce is understood to have received news of the decision on Friday. It is uncertain how many staff will be laid off. The development comes after Universal lost its \$30 million Bentoel cigarettes business to MEC last year. A Universal McCann spokesman said: "It is completely untrue that the office has dissolved."

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