

Forte Hotels has appointed WCRS to handle its £10m advertising account. The agency beat Publicis and Rainey Kelly Campbell Roalfe to win the work.

Cadbury is launching a new countline called Marble, targeting female consumers aged 18 to 24. Cadbury will support the launch with a press advertising campaign and sponsorship credits on *Coronation Street*.

Orange launches a £7m TV campaign next week, highlighting people's fear of technology and the future. The ad, directed by Ridley Scott, ends with a dramatic shot of the moon and the line 'Orange will make the world a better place'. Secondary advertising breaks in May, using animated Orange characters to demonstrate products and services.

Below-the-line agency Don Marketing, which is taking Shell to court over the copyright of the Shell Smart Card, is booking full-page ads in newspapers over the next two weekends to alert Shell shareholders to its dispute with the company. The ads will direct people to a specially set-up Web site, on which the agency has posted full details of its claim that Shell stole its ideas for the loyalty scheme.

Sainsbury's kicks off its advertising for the World Cup on May 3. England star Paul Ince will feature in ads promoting Sainsbury's 360 World Cup products, including Soccer Sausages and Three Lions ice-cream logs. The ads are created by Abbott Mead Vickers BBDO.

Former marketing controller at Guinness, Jason Nicholas, has joined agency Billington Cartmell as a director. Nicholas left the brewer at the end of last year.

Tesco reported a strong sales performance in its preliminary results announced this week. Tesco's like-for-like sales were up 6.1% including volume growth of 4.5%. Group sales grew by 18.7%, which includes the businesses acquired in Ireland, in the 53-week period ended February 28.

ITN will be working in partnership with Express Newspapers on the new Express Sport Web site. ITN will provide audio sports bulletins throughout the day for the Web pages.

Ray Hall, director of bureau at the Audit Bureau of Circulations, has left. Anthony Peacham will assume the role temporarily.

Holsten Pils is to be the headline sponsor for Universe 98, the UK's first weekend-long outdoor dance music festival on May 23.

There are a few places remaining at Marketing's Youth Perspective 3 conference on April 29 at the Ministry of Sound. Don't miss your chance to question our youth panel and hear about the issues crucial to this market. For details call Tania Cassell on 0171 413 4116.

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Motorola in corporate ad debut

Motorola launches its first global corporate branding campaign next month - just as research shows that the three major mobile phone manufacturers, Nokia, Ericsson and Motorola, are losing market share to newcomers.

Research published today (Thursday) by Mintel, shows that although the three companies accounted for two-thirds of sales last year, their dominance is threatened

by household names such as Sony and Panasonic which are jumping on the handset bandwagon.

"These companies are both well-known and have vast marketing budgets. As soon as they start advertising, the market will really begin to hot up," said Mintel market analyst Gino Zisa.

In anticipation of this, and in an attempt to reverse its declining fortunes, Motorola is launching

the first corporate campaign in its 70-year history. The \$100m (£60m) global campaign is to be launched in the ad break of the UEFA Champions League Final next month.

The ads, made by McCann-Erickson, feature a new corporate slogan of 'wings' - designed to show how Motorola products free people to communicate wherever they are.

Centrica boosts marketing team

By Binnur Beyaztas

Centrica, the holding company for British Gas, has appointed Liz Hendersen as head of marketing development. This is a newly-created role within the company.

Hendersen will report to top marketer Simon Waugh, and will be responsible for all marketing activity at Centrica and its divisions.

The move comes as British Gas continues to defend its share of the gas market in the face of deregulation.

Following Waugh's appointment as group marketing and financial services director last autumn, the company has vastly increased its investment in brand marketing.

Hendersen is expected to take up her new role next month. She is currently marketing director at British Gas Energy Centres, another part of Centrica.

Hendersen has been in her



Waugh: new post under his charge

current role for 15 months, and before that was marketing manager at British Gas Trading, and director of business development at British Gas Retail.

Hendersen's new role means

she will also be working alongside the new financial services department set up by Waugh last autumn. The department is split into three divisions: Goldfish, Direct Marketing, and Insurance, each with its own managing director reporting to Waugh.

It is not yet known who will replace Hendersen at British Gas Energy Centres. Last week it appointed Bill McGrath as managing director.

A spokeswoman said: "Bill McGrath has only just come into his new role and needs time to adjust and reassess the situation. An appointment will be made when he is ready."

McGrath presided over the Pentos book retailing empire in 1994, which ran Dillons, Ryman, and Athena. At British Gas he replaced Simon Kirk who retired in January after 30 years.

Sports stores falter

After years of strong growth, the sports goods market has faltered and the predicted shake-out of specialist retailers has begun with last week's collapse of retailer Cobra.

Fellow retailer JJB is likely to report worse than expected full-year figures today. Analysts also predict the company will announce a scaling down from the 35 new superstores it had planned to launch this year.

Meanwhile, market leader Sports Division has postponed its £350m flotation, expected this

spring, to at least the second half of the year.

Market analysts are painting a downbeat picture of this year's trading prospects despite the forthcoming World Cup.

The 65-store Cobra chain called in the administrators last week and appears to have suffered from a price war raging between the biggest specialist retailers: JJB Sports, j-D Sports, Sports Division and First Sport. The war has been fought over leading sports brands Nike, Reebok and Adidas.

Courts primes agencies for media review

Furniture retailer Courts is in talks with several agencies with a view to reviewing its £12.9m media buying and planning business.

Courts, which recently put its creative account with CDP under review, has bought its media through TMD Carat for the past four years.

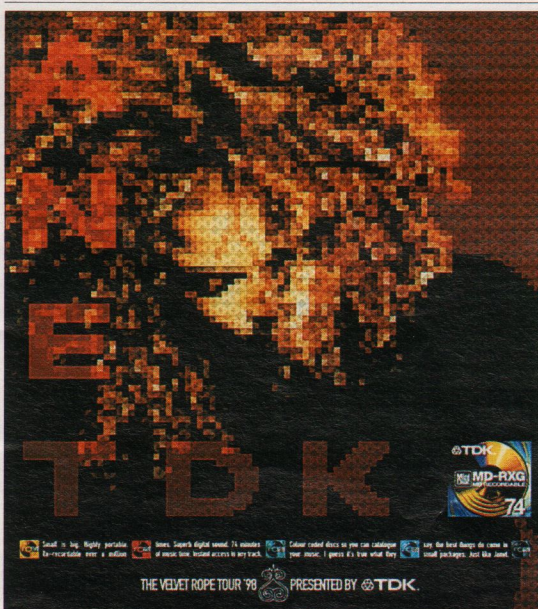
One insider hinted that Courts could be looking to place all its creative and media spend under one roof.

Courts marketing director Chris Coote said: "Although we are very happy with our relationship with TMD, we are talking to agencies for our creative pitch which can also offer us media, so we may well review in the near future."

Laurence Janes, new business director at TMD, commented: "TMD has held the Courts business for some time and has an excellent relationship with the client. We do not expect a review."

The agencies which have been invited to pitch for Courts' creative business include Bartle Bogle Hegarty, Lowe Howard Spink and incumbent CDP.

It is thought that the ad review will mean the end for Bruce Forsyth, who has fronted Courts' ads for three years.



TDK launches its first press campaign for the company's MiniDiscs this month, comparing its attributes with those of Janet Jackson. The company is sponsoring Jackson's European tour, The Velvet Rope. The campaign features an image of the singer created by a pattern of MiniDiscs and emphasises that good things come in small packages - referring to the diminutive Jackson herself.