

Nissan, the Japanese vehicle manufacturer, has signed an exclusive three-year agreement to sponsor three of Europe's football finals: the UEFA Cup Final, Cup Winners' Cup Final and the UEFA Super Cup.

Outdoor advertising company Mills & Allen is offering a new package made up of 100 panels aimed at South-east rail commuters. The 48-sheet panels are situated in a mixture of roadside and station car parks.

Sony PlayStation has brought in below-the-line agency Claydon Heeley to manage the brand's direct marketing programme.

IPC's Loaded magazine is celebrating its 50th issue by giving away £50 notes hidden in selected copies of the June issue.

Rapture, the cable TV channel aimed at teenagers, has appointed the McWilliams Partnership and Full Circle media to handle its £750,000 advertising and media requirements.

ITV has appointed Andrew Chowns, controller of legal and business affairs at the ITV Network Centre, to the newly-created post of project director for ITV2. He will be responsible for launching the channel later this year.

Guinness Ireland has developed a new wheat beer called Breo to be launched in the Republic of Ireland this month. Guinness aims to increase the accessibility of the Guinness brand by attracting the confirmed lager drinker.

Telegraph Newspapers and Condé Nast have launched a joint promotion whereby newspaper readers can exchange tokens for magazines such as *Vogue* and *Tatler*.

Akzo Nobel Decorative Coatings, owner of the Crown Paints brand, has promoted Stephanie Knowles to retail marketing director. Knowles was previously its marketing controller. Stan Adams, marketing director, has become managing director of Harrison Drape.

Parazone, the household bleach owned by Jeyes, has short-listed four agencies for its £1m account. The company appointed Cowan Kemsley Taylor (now part of RPM3) three years ago but no work emerged.

Nick Emery, planning director at the Wow Factory, will be speaking at *Marketing's* third annual marketing to men conference. 'Men Behaving Normally - Lad, New Man or Bloke' is being held on Wednesday June 24 at Chelsea Football Club. For further details call Tania Cassell on 0171 413 4116

In our Telemarketing League Table supplement (April 16), an error resulted in Greenland Interactive appearing to report a drop in pre-tax profits, when the reverse was the case. We are happy to confirm that the company in fact raised its pre-tax profits from £16,000 to £1.091m between 1996 and 1997.

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Virgin tops radio growth chart

The latest quarterly radio listening figures from industry body Rajar have confirmed that Virgin Radio is the fastest growing national commercial radio station.

Chris Evans's Virgin Radio, which celebrated its fifth birthday last week, has even more to celebrate with figures confirming that his breakfast show has gained 214,000 listeners, while arch-rival Radio 1 has lost 45,000.

In London, where Virgin holds an FM licence, it has increased its reach by 22% to 1.3 million and a 54% rise in listening hours to 11.1 million.

London's commercial radio station, Heart 106.2, which is part of the Chrysalis Radio Group, has 200,000 new listeners raising its figure to 1.35 million.

Talk Radio, which owes a great deal of its recent success to Kirsty

Young and Bill Overton's breakfast show, has increased its audience by 229,000 since last year.

The UK's most popular national commercial station is still Classic FM, with five million listeners.

Capital Radio's position as the market leader in London also makes it the third largest national commercial station. Capital's breakfast host Chris Tarrant has 2.3 million listeners.

Bass retail puts brands at core

By Binnur Beyaztas

Bass has restructured its retail division to focus more heavily on its core brands. The national brewer has merged Bass Leisure and Bass Taverns into one division called Bass Leisure Retail.

The change reflects the company's plan to pour more resources into promoting its branded bars, including All Bar One and O'Neills.

It also follows Bass's sale of Gala bingo and Coral bookmakers from its Leisure arm.

The division has been organised into three operating groups: pubs, restaurants, and bars and venues. They are headed by individual board members who will report to Tim Clarke, previously chief executive of Bass Taverns.

Adam Martin, the former marketing chief of Bass Taverns, has been appointed marketing director of the new division.



Pub life: Bass restructure puts three groups within one leisure retail division

The biggest change is the addition of the bars and venues group which comprises the company's branded chains and the operations that previously made up Bass Leisure, including Hollywood Bowls and leisure outlet Dave & Busters.

The bars and venues group includes O'Neills, Edward's, Bar

Coast, and Goose & Granite. Adam Fowle, previously operations director of community and taverns pubs, has been appointed operations director.

The restaurants group will include the company's Harvester and All Bar One chain, and will be headed by Tony Hughes as operations director.

Shell broadens base

Shell's Smart card - currently the subject of a High Court dispute over its copyright - is being extended to cover 25 brand partners.

Card holders in much of the UK can currently only collect points at Shell or John Menzies and redeem them at Shell, UCI cinemas, John Menzies, and Super-Bowl.

But following a year-long test in Scotland, consumers can now collect points on purchases from Vi-

sion Express, Avis Rent A Car, Vauxhall, Hilton Hotels, British Gas and others.

The list of outlets card holders can spend points at is much longer and includes retailers such as Next and Dixons, and leisure brands such as airline KLM UK and Le Shuttle.

Over four million people collect Shell Smart points, making it one of the largest non-supermarket loyalty schemes.

Emap puts £1m into promotion for Q music title

Emap Metro has appointed advertising agency Bean Andrews Norways Cramphorn to create a £1m campaign for its best-selling music title, *Q*.

The agency picked up the business following a competitive pitch against Bartle Bogle Hegarty. Media will be handled by Booth Lockett Makin.

The two agencies have been briefed to boost the title's profile in the increasingly competitive men's magazine market.

A TV and press branding campaign will break in June.

BANC's chairman, Robert Bean, said: "The campaign will be about extending *Q*'s reach from musos to people who are interested in music as part of their lives. But the magazine won't lose its authority on music."

BANC's appointment renews its relationship with Emap Metro. The agency worked on the relaunch of *Smash Hits* two years ago and also on strategic development work for *FHM*.

Q sells 164,103 copies a month, making it the UK's best-selling monthly music magazine, according to the latest Audit Bureau of Circulations figures.



TV rental firm Granada Home Technology has signed up Top Gear presenter Jeremy Clarkson to front television ads for its new digital TV package. The firm is offering consumers a new Nicam TV and then a free digital terrestrial set top box when the service launches later this year. In one of the ads, by Abbott Mead Vickers BBDO, Clarkson is shown slapping himself with a dead fish when he contemplates buying the 'wrong' TV.