

Shell has settled a law suit out of court with John Donovan, marketing director of sales promotion agency Don Marketing, after he abandoned his claim that Shell had stolen the idea for its Smart loyalty scheme from his agency (*Marketing*, June 10). The case began at the High Court on June 12. Shell and Donovan both refused to comment.

Nintendo has appointed David Gosen as its new managing director of sales and marketing Europe. He has been marketing and distribution director at BSkyB since 1996. Gosen will be based at Nintendo's offices near Frankfurt, Germany, and will report to Shigeru Ota, president of Nintendo in Europe.

Giles Clarke, the entrepreneur who founded Majestic Wine and Pet City, has resigned as chief executive of pet superstore PetsMart. Donald Dorsey, from PetsMart's US parent, will act as an interim CEO while a new European executive is found for the 95-strong chain. Clarke said he was looking at a number of different opportunities in the area of brands and consumer products but will not stay in the pet market.

Forest, the pro-smoking pressure group, has launched its own quarterly magazine called *Free Choice*. The magazine, available by subscription and through tobacconists, will provide positive comment on smoke related issues. Initially, the magazine will be funded by tobacco companies and corporate donors.

The Cancer Research Campaign has established a new research centre tasked with monitoring cigarette manufacturers' marketing activities, after the government announced plans to bring forward a ban on tobacco advertising to December this year. The group will monitor the industry for any possible infringement of the ban.

IPC's ad sales department, IPC Solutions, has signed a Unilever sponsorship deal across its Connect stable of titles. Under the terms of the deal, its Domestos brand will sponsor hygiene tips on the cookery pages of *Chat*, *Woman* and *Woman's Own* every week until the end of November.

Flextech TV and IPC Connect have joined forces to launch a new mast-head TV show called *Chat's Moral Dilemmas*. The programme will be broadcast on Flextech's Living channel five days a week for 32 episodes and is scheduled to go out in September.

Hasbro's UK marketing director, Sharon Carter, has left as part of an internal reorganisation. The move follows last week's news that the company has created the new position of European marketing director (*Marketing*, July 1). Hasbro was unavailable for comment.

The Flora London Marathon has appointed Adidas UK as its footwear and apparel partner. The three-year partnership will see Adidas organising promotional events around the Marathon.

The government's Medicines Control Agency is intervening to stop drugs being advertised on the internet. The government has sided with the Consumers' Association, which wants to stop medicine internet ads, in a dispute with the Advertising Association which is in favour of them.

Andy Troullides, MediaCom TMB's joint group managing director, has left the company to pursue other interests. Troullides was managing director before MediaCom's merger with The Media Business Group in January. Stephen Allan assumes sole responsibility as group MD.

The National Magazine Company has closed its parenting title, *M*, which was launched just over a year ago. Its remaining parenting title, *Having a Baby*, will now become part of the Good Housekeeping operation. Meanwhile, *Cosmopolitan's* spin-off title, *Cosmopolitan Real Life Stories* launches this week.

Forrest Mars, the founder of Mars Confectionery, died earlier this week at the age of 95. He founded the company with his father in 1922 in Tacoma, Washington State. In 1932, he moved to the UK to establish the UK arm of Mars in Slough, where he launched the Mars Bar. His sons, Forrest Jr and John, are joint presidents of the privately owned company.

SUBSCRIPTIONS 0181 845 8545 **WEB SITE** www.marketing.haynet.com
ADVERTISING 0171 413 4597 **EDITORIAL** 0171 413 4567 **BACK ISSUES** 0181 503 0588

Coke offers vouchers to woo Belgians

By Lucy Barrett

Coca-Cola is offering free products to every household in Belgium in a bid to win back some goodwill from the nation which was at the centre of its recent poisoning scare.

The Belgian government forced the world's biggest brand to withdraw all of its products, including Coca-Cola, Sprite, Fanta, Aquarius and Bon Aqua, after a health scare in which more than 100 people, many of them children, became ill after drinking Coca-Cola.

Now, three weeks after the scare, Coca-Cola product vouchers are being mailed to every household in the country, totalling around four million homes.



Coca-Cola: at centre of health scare

They are being delivered by a 5000-strong team of runners. The voucher is redeemable against bottles of Coca-Cola,

Coca-Cola Light, Fanta or Sprite, and is valid until the beginning of August.

The mailing coincides with a national television campaign in Belgium featuring chairman Douglas Ivester who apologises for the event and promises to buy everyone in Belgium a Coke.

The scare proved to be a PR nightmare for the company, resulting in massive television and press coverage around the world.

Many claimed that it had severely damaged the Coca-Cola brand.

In Belgium, the country's health minister criticised the company for its slow response and lack of co-operation when the news broke.

A-D global teams axed in reshuffle

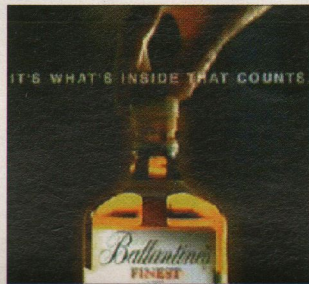
By Alexandra Jardine

Todd Martin, Allied Domecq's global marketing director, has reorganised the wine and spirit giant's worldwide marketing team for the second time in less than a year.

He has axed the global brand teams that he created when he joined in March 1998. Global marketing will instead now focus on four distinct brand categories: a whisky brands team and a Euro brands team, both based in Bristol; and Latin and Kahlua brand teams in the US.

Marketing directors for these groups will report directly to Martin, with the previous management layer consisting of global brand development (GBD) and global marketing development (GMD) dissolved.

Martin says the changes represent the second phase of Allied Domecq's restructuring and reflects the fact that new local marketing teams are now in place.



Ballantine's: new worldwide drive

Some job losses from the global brand teams may result, although Allied's two most senior global brand marketers will remain with the company. Ian Jamieson, vice-president of GBD, moves to a new role overseeing Allied's three 'marketing capability' groups: marketing insight, integrated brand communications and product innovations. Richard Gowar, president of GBD, will work on strategic projects, reporting directly to Martin.

The restructure sees promotions for several senior

marketers. Mark Doorbar, vice-president of marketing for Ballantine's, becomes vice-president for whisky brands, comprising Ballantine's, Canadian Club, Maker's Mark, Laphroaig and Teacher's. He will oversee a campaign for Ballantine's, due to break worldwide in September.

Jackie Fionda, the head of Beefeater marketing, becomes vice-president, Euro Brands, consisting of Beefeater, Courvoisier, Tia Maria, Cockburn's, Harvey's Bristol Cream and Domecq sherries.

Sauza Tequila marketer Sally Brophy becomes vice-president for Latin Brands, and Kahlua marketer Scott Green will be vice-president for Kahlua, now Allied's second biggest brand.

Kahlua is undergoing a global relaunch with a revamped marketing campaign called 'Anything Goes', designed to position it as a trendy cocktail ingredient.

Tomy to appoint ex-Mattel chief for European job

Japanese toy company Tomy has recruited former Mattel marketer Sally Plumridge, the marketing director at Swatch, to take control of its European marketing.

Her appointment follows the departure of Phil Savage, who left for rival global toy company, Interkids, in March.

Reporting to Alan Munn, European president of Tomy, Plumridge's first task is to take over the development of a TV and print advertising campaign through agency Ingenia Creative Communications, set to break in August.

Although her title will be UK marketing director, Plumridge will play a key role in European marketing decisions at the company's UK-based European HQ.



Following the first phase of its 'colloquialisms' campaign last year, Kronenbourg 1664 is unveiling two new TV ads from mid July. The executions, created by Young & Rubicam, will appear on Channel 4, Channel 5 and satellite TV. The premium lager producer takes French colloquialisms common in the English language and adds an unexpected twist to their usual translations; in this case *ménage à trois* and *nouveau riche*. The ads form part of Kronenbourg's £12m marketing programme to fight its chief rival, Stella Artois. The drive includes the launch of the brand's largest ever UK promotion, called *L'Esprit du Sport*, and a new web site.