

# Scholl hunts for new group chief

By David Benady

Scholl Consumer Products, the retail to footcare group, is seeking a group marketing director following its decision to centralise international marketing.

The new group marketing director will be responsible for overall brand and creative strategy, and will be based at the group's head office at Windsor.

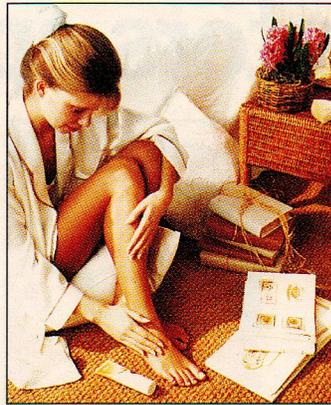
The group plans to cut costs following a business review which found a wasteful diversity of packaging, marketing and advertising in 20 countries.

The chief executive of Scholl Neil Franchino says there has been too much local autonomy in

the subsidiaries, particularly in new product development.

Centralised marketing may lead to the appointment of a worldwide agency network for Scholl's advertising. In the UK, Woollams Moira Gaskin O'Malley has the bulk of the company's advertising budget, with combined billings worth about £1m (Register MEAL) across brands Foot Spray, Odour Attackers and Rough Skin Remover. Autan Fresco Lotion and Balm is handled by Bainsfair Sharkey Trott.

Scholl will look at standardised packaging, graphics and branding for products. The new director will also oversee npd.



Scholl: Searching for new chief

The healthcare and footwear group parted company with UK marketing director Roy Gayton earlier this year. Day-to-day marketing is currently handled by business development director Andrew Chater. A new UK marketing director may be appointed.

## MPs unite to fight BSkyB rugby deal

A cross-party group of MPs were preparing to table an early day motion opposing Rupert Murdoch's £75m Rugby Super League deal, as *Marketing Week* went to press.

The MPs, led by Ian McCartney, Labour MP for Makerfield and chairman of the 80-strong parliamentary Rugby League group, are expected to question the legality of the deal and oppose the merger and closure of a number of famous rugby clubs.

The plan has dismayed many rugby fans. Sponsors are still pondering the implications of the deal.

Ten days ago, Murdoch struck a deal with the Rugby League which will result in the reduction of the league's existing 35 clubs to 14 and the creation of an international Super League (*MW* last week).

Rugby League chief executive Maurice Lindsay yesterday (Tuesday) announced that from 1996 the League would refuse to field a national team against any Australian side involving players not aligned to the proposed Super League.

Murdoch's plans have divided the international sport.

The Australian Rugby League opposes Murdoch's Super League and has told players they will not be selected if they join it.

The New Zealand Rugby League has endorsed Murdoch's plans.

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## Apple's global boss quits in rejig

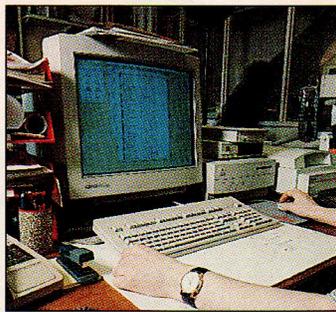
A marketing shake-up in Apple Computer's US headquarters has led to the resignation of its worldwide head of marketing.

Ian Diery, who spearheaded Apple's launch of its Power Macintosh flagship range, is leaving "to pursue other interests".

Diery leaves in the wake of a company-wide Apple restructure which includes the creation of a worldwide marketing and customer solutions group.

Previously Apple's marketing was run on a regional basis in each country.

Diery is said to have participated in developing the new marketing team, but according to UK



Apple: US marketing shake-up

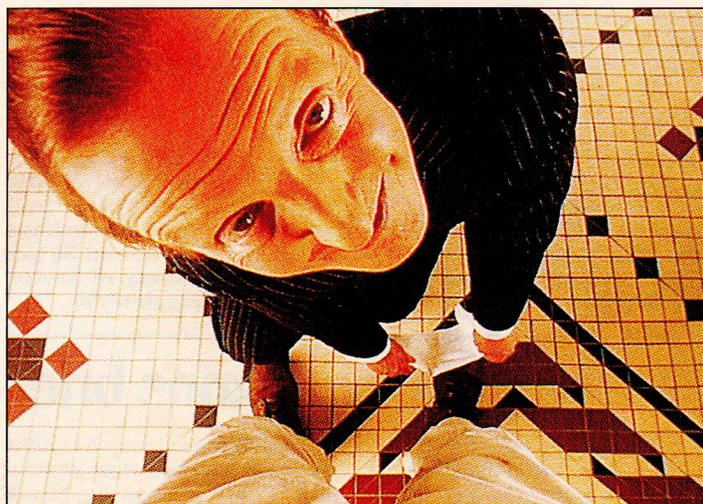
marketing director Nigel Turner: "He left because he did not feel the structure would provide a role for him."

Diery's marketing responsibilities will in part be taken over by Dan Eilers, former president and chief executive officer of Apple subsidiary Claris.

Eilers will head the new worldwide marketing group and will report to Apple ceo Michael Spindler.

A new post of vice president of marketing for Apple Europe has also been created, with the former acting president of Apple Europe, Walter Thyersen, taking the role.

The UK marketing team, which is unchanged by the restructures, will report to Thyersen.



Northern Ireland comic Frank Carson delivers the endline to the new Littlewoods Pools television and radio advertising campaign with the words: "If you really want to hit the jackpot, play Littlewoods Pools." The first Pools TV ad (*MW* last week) goes out tonight (Wednesday). Littlewoods is spending £1.5m on a one-month TV and radio campaign, with creative work by Lowe Howard-Spink.

## Shell faces libel action as Don's founder issues writ

Alfred Donovan, a founder of sales promotion company Don Marketing and the Shell Corporate Conscience Pressure Group, has issued a writ against Shell UK claiming damages for libel.

This latest twist in the long-running legal wrangle between Don Marketing and Shell comes as the two companies prepare to meet in court over Don's accusation that Shell used the agency's ideas in a series of promotions without permission or payment (*MW* February 24 and March 31).

Among issues covered in the press release at the heart of this latest dispute was Shell's application to the court for Don

Marketing to provide £62,000 security for its costs in the event of Don losing the case. This was to ensure Don will pay Shell's legal expenses.

The court ruled that Don should provide £10,000 as security to the end of the part of the legal process known as the "discovery stage".

But Don also says that Shell's press release amounted to an "unfounded personal attack" on Alfred Donovan, the father of John Donovan who is managing director of Don Marketing.

Shell says it stands by its press release, while Don promises to stage a demonstration at Shell's AGM next month.