

# Top duo axed in Del Monte rejig

By Jon Rees

Del Monte Foods, the company famous for the advertising slogan "The man from Del Monte, he says 'yes'", has made marketing director Philip Wade and sales director Chris Todd redundant following a management restructure.

The move comes six months after the appointment of Stephen Thorpe as managing director, and leaves Del Monte brand managers reporting directly to him. "By removing one level of management we have speeded up decision-making," says Thorpe.

Wade was previously UK marketing director for Del

Monte Foods. Prior to that he was northern European marketing director for Del Monte Foods International.

The removal of a senior marketer comes soon after Thorpe disclosed the company was planning to stretch the brand into other grocery sectors.

Del Monte added fruit sorbets to its range last year and now claims 20 per cent of the sector. Earlier this year it signed a licensing deal with Scotia Haven – part of the Yorkshire Food Group – to bring out a range of Del Monte branded vine and tree fruits.

The company recently reformulated its long-life juice brand and this week



Del Monte: Top redundancies mean brand managers now report to md

has moved into the chilled juice sector to take on Tropicana and St Ivel.

The famous "Man from Del Monte" advertisements, through Young & Rubicam, are likely to be back on television soon to launch the

company's branded fruit and nut products.

Del Monte Foods UK is owned by Royal Foods of South Africa. It holds the licence to use the Del Monte trademark in Europe, the Middle East and Africa.



ScotRail is launching its biggest promotion to date, The Great Train Offer, designed to encourage business and leisure passengers to travel off-peak on the Edinburgh to Glasgow Shuttle. The promotion breaks on May 30 on Scottish TV, radio and press. By collecting Cheap Day Return tickets in June and July, passengers could receive a mobile phone, a free trip to London on the sleeper or a free weekend for two in a Scottish hotel. This is the first work for ScotRail since the appointment of The Leith Agency in April.

## Intel picks European marketing director

Technology giant Intel has bolstered its European marketing team with the appointment of John Loneragan as a European marketing director.

Loneragan has been headhunted from his post as managing director of Zenith Data Systems, a division of the computer company Bull Group.

He will hold the new role of marketing head of Intel's Original Equipment Manufacturer division, a senior position in the European team.

Loneragan says his appointment is part of a drive at Intel to recruit senior level computer executives to the company's marketing department. He says his brief is to give strategic and operational input into

the marketing division. Loneragan will report directly to Intel's European general manager Daniel Luke.

The move marks Loneragan's return to Intel after seven years at ZDS. He held positions in sales and marketing at Intel before joining ZDS.

ZDS has yet to find a replacement for Loneragan, who has been managing director for the past three years.

Bull UK and Ireland chief executive Philip Crawford says that he will fill the ZDS role temporarily, and a successor is expected to be recruited internally.

He adds that an announcement will be made within two weeks.

## Don takes its payment fight to Shell's agm

Sales promotion agency Don Marketing has carried out its long-standing threat to picket Shell's annual general meeting (MW January 20), while at the same time also having direct talks with Shell.

The two companies are to meet in court on June 24 over Don's accusation that Shell used its ideas in a series of promotions without permission or payment.

Representatives from Don handed out leaflets to staff and

shareholders at Shell's agm, headed "A Shell Game: a game of deception", which suggested questions delegates should raise at the meeting.

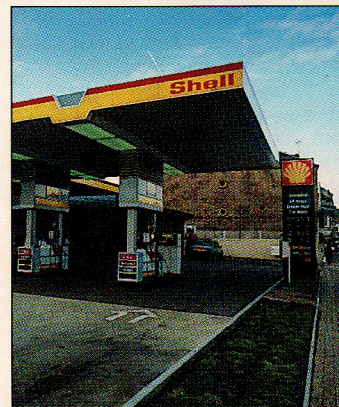
During the agm, Alfred Donovan – father of Don Marketing managing director John Donovan – requested a meeting with John Jennings, chairman of Shell transport and trading.

Donovan senior runs the Shell Corporate Conscience Pressure Group, set up to canvass support among Shell retailers.

The meeting between Donovan and Jennings took place after the agm, though Shell says this does not indicate any change in its position and emphasises that legal action is continuing.

Shell also claims that Donovan asked the company if it would adopt "binding arbitration" schemes to allow disputes to be settled without recourse to legal action.

No one at Don Marketing would comment on the latest moves.



Shell: Don courts support at agm