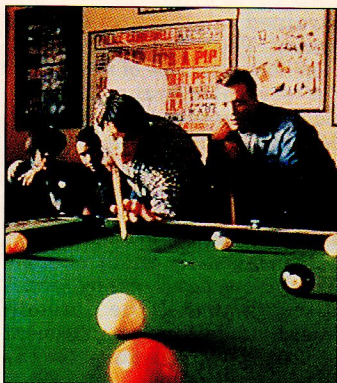


More than just a bank.
0800 200 400



NatWest: Two new executions talk up bank's range of services

NatWest goes back to basics

By Sharon Marshall

NatWest will return to television advertising this weekend after a six-month break. The creative treatment has been reworked, but underlying the move is a major strategic shift away from above-the-line advertising.

In an exclusive interview with *Marketing Week*, NatWest director of marketing Raoul Pinnell reveals that the bank's above-the-line ad spend will be confined to a £7.5m TV campaign and mono press support. Last year, NatWest spent £24.5m on media (Register-MEAL). The rest of the bank's £100m marketing budget has been re directed towards below-the-line work, internal training and marketing programmes.

The new ads, through Bartle Bogle Hegarty, will break on Channel 4 on June 4 following a presentation to NatWest staff

explaining advertising and marketing changes at the bank.

The ads follow a period of speculation about BBH's hold on the NatWest account. In January, the agency was ordered to scrap its creative work and go back to the drawing board. The result is two new executions, one a glossy corporate image builder, the other a brasher piece that is likely to appeal to a younger audience. Both ads talk about the range of services offered by NatWest and introduce the catchline "NatWest. More than just a bank".

John Bartle, BBH's joint chief executive, insists the agency's hold on the account was always secure. He adds: "When they are reviewing everything you wonder what is going to happen, but we never felt the Sword of Damocles hanging over our head."

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IDV moots TV initiative in wake of UD commercial

International Distillers & Vintners is considering following United Distillers' lead by advertising full-strength spirits on television in the light of new rules introduced by broadcast regulators.

The company is mooting commercials for new brands such as Bombay Sapphire gin and Jose Cuervo tequila. Both are in development but are close to national launch.

TV advertising for IDV's top-selling vodka brand Smirnoff is unlikely because the company believes the cinema campaign is already successful.

IDV, which has a wide portfolio of spirits, liqueur and wine

brands, says it has "no immediate plans to change brand strategy".

However, an IDV statement issued last week said: "In view of the new Broadcast Advertising Clearance Centre (BACC) rules, we will have to consider our competitive position."

IDV's comments follow the ending of the voluntary ban on spirits commercials on television by the BACC. It is understood United Distillers' Bell's whisky will be the first high-strength spirits brand to be advertised on TV.

Allied Domecq says it has no plans to advertise spirits on TV at present.

Wickes, the DIY retailer, has appointed David Bradley as marketing director. He was previously head of marketing for SmithKline Beecham's oral care division, but left for a senior marketing role at Asda. The position failed to materialise after Asda appointed Michael Flemming as marketing director, and the marketing department was restructured. Former Wickes marketing director Edwin Birnbaum becomes managing director of Wickes Continental.

Orangina has appointed David Relph from Campbell Distillers as its country manager for the UK and Ireland. Relph will help oversee the £5m TV advertising, marketing and sampling programme planned for the UK this year. A new TV campaign design by Y&R launched last month.

Eurotunnel investors will seek reassurance today (Wednesday) at the annual shareholders' meeting that the Anglo-French Channel tunnel operator will not look for more cash to bail it out. The consortium is faced with an £8bn debt burden.

Vauxhall has responded to the creation of Ford's personal leasing scheme through a 50:50 offer allowing people to pay for half of their car in advance and the remainder two years later.

John Donovan, of sales promotion agency Don Marketing, says he will have a team picketing Shell's London headquarters for four days a week distributing a leaflet detailing his company's grievances against the oil giant (MW May 26).

Thomas Cook Group is now wholly owned by Westdeutsche Landesbank after the German bank acquired the final ten per cent from the LTU Group.

EMAP Consumer Magazines has moved Sue Hawken, managing director of EMAP Metro, which publishes titles such as Q and Smash Hits, to head its women's group, EMAP Elan.

Barclays Bank launches the UK's first virtual shopping mall today (Wednesday) which, it claims, offers secure purchasing of goods and services over the Internet by plastic card.

ARM, the direct response TV specialist, has launched the Tele-Users Action Group to investigate weaknesses in the telemarketing industry caused by the spiralling use of DRTV and carelines. The initiative aims to identify the scale of the problem which includes DRTV users losing up to 60 per cent of call traffic because bureaux are unable to handle the response.