



Shell UK: Don has issued three writs and a court proceeding alleging wrongful use of retail promotion

Irate Don hits Shell investors

By Jon Rees

Shell UK dealers and institutional shareholders have received letters from sales promotion company Don Marketing accusing Shell of a cover-up involving a "flawed" promotion.

Don and Shell are involved in a long-running legal dispute, due to come to court in February. Don has issued three high court writs and county court proceedings

against Shell, alleging the wrongful use of retail promotions developed by Don Marketing. Shell has settled one of the three writs out of court.

Now Don has formed the Shell Corporate Conscience Pressure Group, put ads in the petrol trade press rallying support from others who have had dealings with the firm and written to institutional investors. Those who have

received a letter include the pension fund manager of The Equitable Life Assurance Society, a heavy investor in Shell.

"This pressure group has been formed by more than a dozen individuals and companies owning shares in Shell because of our growing concern about the ethical conduct of Shell UK," says Alfred Donovan, who founded the group in support of his son John – who runs Don Marketing.

Shell UK says Don initiated the legal proceedings and that it will wait for its day in court. "Shell UK is sorry Donovan has not felt confident enough to await the outcome of the legal proceedings which he initiated and which Shell is keen to conclude."

Forte seeks global head of marketing

Forte is looking for its first worldwide marketing director, after splitting its central sales and marketing function into two.

Forte has promoted Jackie Kernaghan, who has been acting sales and marketing director since November last year, to the new position of worldwide sales director. It has also created a second new position – worldwide marketing director. Both jobs are at managing director level, which puts them on a par with heads of Forte brands.

A Forte spokeswoman says: "We have changed the focus of our sales and marketing and are putting more weight behind each function."

The centralised teams will concentrate on the group's top 200 accounts, she says, and on other services such as the Forte card. Otherwise, "we will be continuing with separate marketing teams for the brands".

British Shoe Corporation backs Tommy's charity

The British Shoe Corporation is pumping at least £200,000 into a children's charity in line with the restructuring of its retail business.

Sears-owned BSC is organising First Steps, a four-week in-store promotion, and advertising campaign in conjunction with children's charity Tommy's to raise £500,000 for foetal research. The group, which includes such high-street names as Dolcis, Saxone, Freeman Hardy Willis and Trueform, is rationalising down from eight facias to five, as part of a plan unveiled two years ago.

By the end of 1998, the five facias will be Dolcis, Hush Pup-

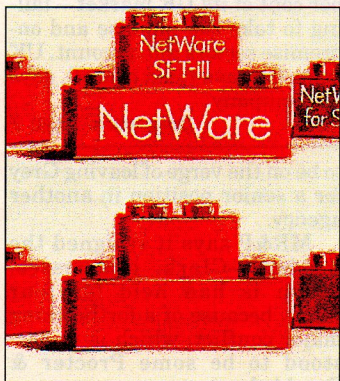
pies, Shoe City, Shoe Express and Shoe Connection which opens its first two stores next month.

"We are working hard at BSC to reposition and relaunch our facias and brands," says marketing director David Rist. "We want to develop a more human appeal. The Tommy's campaign is a newsworthy charity and the link with shoes makes it a good fit."

Tommy's was launched in 1992 and has raised £3m for research into premature birth, stillbirth and miscarriage. It has been advised on its fundraising efforts by a volunteer marketing group from the advertising and PR industries.



Zanussi continues its Appliance of Science campaign with new TV ads for its Jetsystem washing machines. Created by Leagas Shafon Davis Ayer, they will be shown during February and March as part of Zanussi's £5m TV push for this year. The Jetsystem machine takes centre stage in the new campaign, restoring normality and a family's clothes after an accident involving a ketchup-filled hamburger.



Novell: Move to global branding

Novell plans £17m drive to revamp image

Software company Novell is to follow the route of Microsoft and attempt to become a household name.

Novell, worth \$2bn (£1.3bn), is the second largest software firm in the world. But, unlike competitor Microsoft, it is not well-known outside the IT world. Although Novell merged with WordPerfect last June – adding education, games and business software to its product line-up – it is still known primarily for its

roots in networking software.

Novell intends to spend up to £17m changing that image and is appointing a single agency in the US to replace the agencies it uses. Like Microsoft's \$100m drive through Wieden & Kennedy, Novell is expected to discard product-led advertising in favour of branding campaigns.

The move could result in the company dropping Fox Parrack Fox and Banner & Co, which handle its £3m UK account.

Talks are to be held between Novell and its Utah headquarters over the next few weeks, with insiders backing the move to global branding.

Analysts say the advertising shake-up was vital. "Microsoft has considerable marketing muscle. If Novell is interested in targeting the same business and consumer markets it will have to shape up," says Jeremy Davis, a senior partner with European computer research firm Context.