

# IDV relaunches Bailey's Cream

By Margaret Hood

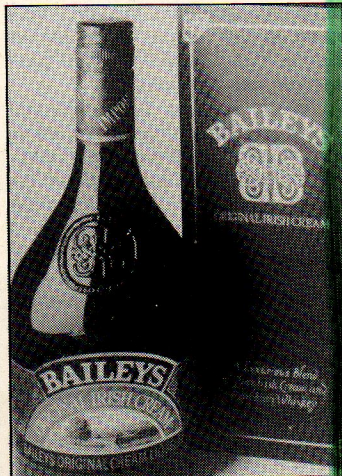
IDV is relaunching the highly successful Bailey's Irish Cream liqueur in an attempt to capture more young drinkers and revitalise flagging sales growth. The company is launching a new-style advertising campaign, on a budget increased to £2m from £1.3m, through advertising agency Young & Rubicam.

Since its pioneering launch ten years ago, Bailey's has captured an impressive one third of the UK liqueur market and 80 per cent of the cream liqueur sector. It is also the biggest liqueur brand worldwide.

However, sales growth has slipped from an average of ten per cent per annum in its early days to around three per cent in the past few years and Bailey's share of the market has started to slide slightly, against overall market growth of between three and four per cent.

Bailey's new Christmas advertising will be channelled entirely through television and according to marketing manager Keith Bond has a totally different, more lively and romantic theme than in the past. The previous copyline of "Purely personal pleasure" has been changed to "Bailey's, the original Irish dream".

"We want to establish a more widespread consumer platform and make Bailey's more acceptable as a brand to younger people and to males," Bond says. "At the same time we don't want to alienate our existing market."



Bailey's: £2m budget

Since its launch Bailey's has spawned around 70 me-too products worldwide, many of which have since disappeared. Nevertheless, additional launches are still being staged, including Devonshire Irish Cream, launched earlier this year by Charles Jacquinet Cie. At the same time a plethora of original youth-oriented drinks have appeared this year, many of which must be taken as a possible threat to Bailey's sales.

● Meanwhile IDV, Grand Metropolitan's wine and spirit arm, has acquired a substantial stake in Cinzano International, which brings vermouth and sparkling wines into its portfolio. The news confounds previous speculation which tipped Seagram as Cinzano's most likely suitor. □

says, by TV personalities such as David Bellamy who have made learning more amusing and acceptable to children.

Freitag claims that the £25m model kits market is also a growth area because of the continuing importance of leisure and hobbies.

"Our intention is to develop both markets by increasing consumer awareness of them and creating innovations," says Freitag.

The company's recently-acquired Mindstrand range and its existing range of model kits are aimed at children in the eight-year-old to teenage market.

Freitag also believes that toy retailers are becoming more committed to year-round toy sales as the market starts to pick up. □

## Humbrol expands its range

UK toy distributor Humbrol, which is owned by the US Borden Group, has bought scientific toys company Mindstrand.

The move is part of an effort to expand its range of Heller-Humbrol plastic model kits manufactured by its sister company, Heller of France.

According to Ron Freitag, the company's sales and marketing manager, the move also comes in response to the increased interest in science-based toys.

This has been inspired, he

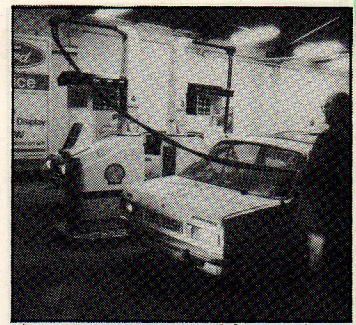
## Shell starts up a new promotion

Shell is starting another round of forecourt hostilities among the oil majors with its third promotion. Called Make Merry, it is launched on November 5. It will cost the company little short of £4m.

The new promotion, again devised by Don Marketing, is offering more than two million prizes, of Christmas food and wine, plus a number of £10,000 shopping sprees at Harrods as top prizes. Based on matching symbols on a scratch-card, it will last to the end of December.

"My impression is the public has become rather blasé about these promotions," says Philip Stein, head of public relations for the Motor Agents Association. "There aren't many people now who want a particular brand."

"However, I think Shell is out of sight compared to the others when it comes to marketing, and this theme is a very alluring prospect, compared to Master-



Shell: £4m Xmas drive

mind, which was too complicated."

But Mike Beach, Shell's manager retail advertising services, says: "People are far from tired with promotions, and this is quite a different one, especially as there are instant prizes."

So far this year, Shell is estimated to have spent about £12m on forecourt promotions, more than any of its competitors. But industry sources reckon the promotions have little impact on market share after 12 weeks from the beginning of the campaign, when share begins to erode.

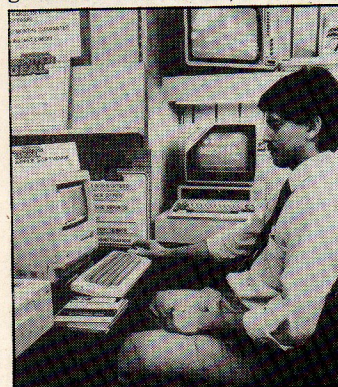
Shell is advertising the campaign with a ten million leaflet drop and national press coverage, but there will be no television promotion. □

## Apple tries credit card service

Apple UK is attempting to boost sales — and bolster its independent dealer network against the multiples — by introducing a unique retail credit service.

Called Apple Card, the service offers Apple dealers' customers up to £1,500 instant credit and an Apple credit card.

While multiples like Dixons and WH Smith, who are playing an increasingly dominant role in computer retailing, already offer generous credit terms, these can-



Apple: First branded credit

not be matched by the smaller independent dealers who make up the bulk of Apple's 300-strong UK network.

"Credit is obviously important in larger purchases," says David Gilbert, marketing manager of Dixons, "but Apple is obviously trying to strengthen the independent franchisee. In the short term that makes sense, but in the mid to long-term the multiples are going to become more and more powerful."

However the credit service, which has been set up by Welbeck Cardholder Services, is perceived by Apple to have other advantages, not least boosting customer loyalty.

Meanwhile Apple has announced details of its biggest ever campaign, worth £3m over 60 days through BBDO International (*Marketing Week*, October 12). The theme of the campaign, which breaks tomorrow (Thursday) is Test Drive a Macintosh, and it invites customers to go into any Apple dealer to test a Macintosh computer free for 48 hours. The TV campaign, which lasts mid-December, is supported by national and regional press.

● Marks & Spencer has entered computer software retailing with the launch next week of three games and educational packages for the Sinclair Spectrum 48k. □