

Reebok hands Frascotti top role

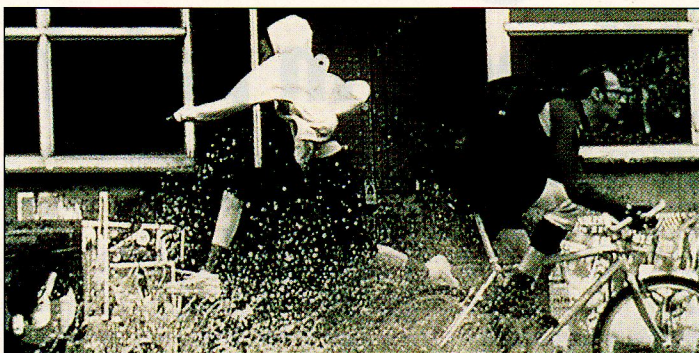
By Roger Baird

Reebok has promoted John Frascotti to vice president for global sports marketing, the company's most senior marketing role.

He replaces John Boulter who left the post two weeks ago.

A spokeswoman for Reebok says: "John Frascotti has replaced John Boulter. His job will be to look after our marketing effort wherever we operate in the world."

Frascotti will be based in the company's corporate headquarters in Massachusetts, America, while British-born Boulter had been based in London. Frascotti was an internal promotion from the business' sports marketing department.



Reebok: Frascotti is internal promotion from business sports department

Boulter, who had been with Reebok for several years, was the key to many of the high-profile

sponsorship deals the company signed. He was behind the company sponsoring Liverpool, as well as its

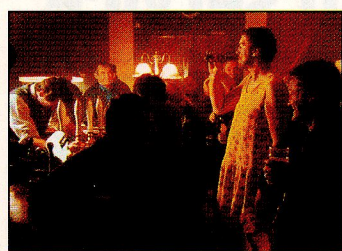
provision of team kit for the British Athletics team.

Boulter was also personally responsible for Reebok sponsoring the Manchester United and Wales winger Ryan Giggs.

The sports company has gone on to base three campaigns around the football star.

It is not clear where John Boulter has gone to. However, he has in the past been linked with a senior post in the new structure in British athletics.

Reebok is the smallest of the three sports wear giants. Nike has revenues of about £5.6bn, Adidas of about £3.5bn, with Reebok coming in with sales of £2bn.



Hooch: Dramatic decline in sales

Bass plans Hooch World Cup launch

Bass is attempting to inject fresh enthusiasm into its alcopops brand Hooper's Hooch with the launch of a limited summer edition in time for the World Cup.

The new drink, called Hoo La La, will be lemon, lime, orange and peach fruit flavour and will have an alcohol by volume strength of five per cent.

It will have red, white and blue coloured packaging – the same colours as the French flag – to tie in with next month's World Cup.

A Bass spokesman says: "We are playing on the fact that all eyes will be on France this summer."

He says Hooper's Hooch is selling more than 2 million bottles every week, and that the brand has 43 per cent of the flavoured alcoholic beverages market.

Hooper's Hooch is one of the few alcopops brands to have withstood the dramatic decline in the size of the sector, which has been hit by the rise of premium packaged spirits.

Figures from AC Nielsen for last July and August showed that sales of alcopops plunged by more than a third, compared with the same period last year.

UDV starts search for new blood

UDV, the merged spirits business of IDV and United Distillers, has started an external search for senior marketing staff only six weeks before it officially opens for business on July 1.

The positions are the last outstanding marketing posts at UDV, which this week has confirmed a further round of new appointments to its marketing department, under global director Alan Cordery. These supplement the roles revealed previously in *Marketing Week* (MW January 15 and March 19).

The newly appointed directors include marketing director of Sheridan's and Godet, Beatrice Blake; consumer planning director for Bailey's, Nina Davidson; Smirnoff innovation director Neil Woodcock; Malibu and Cinzano marketing director Richard Ambler; ready-to-drink portfolio director Denis Brown and brand development director for Asia, Chris Armes. The company says it is considering internal can-

didates for the remaining nine top positions, including the marketing directors for Johnnie Walker and Smirnoff in Asia, and a new brand development director. "We decided to see what is out there and compare it with people who have applied," says a spokesman.

But the spokesman adds that UDV is planning to set up a new

product development division, with a 58-strong team led by Steve Wilson with three regional directors.

"This is the greatest increase of people of any UDV department," says the spokesman. "It shows how much store we are setting for new brands. We are out to emulate the success of Bailey's," he adds.



UDV: Final appointments underway and company opens in six weeks time

Don Marketing posts warning about Shell

Don Marketing, the sales promotion agency alleging Shell breached copyright on the idea it used to create the Shell Smart card scheme, has placed an advertisement in this week's *Marketing Week* warning businesses they may face legal action if they join the scheme.

Under the headline "Shell Smart Legal Notice", the ad sets out the details of the court case and warns potential partners that participation in the scheme "may involve an infringement of rights, rendering it liable to legal action".

Don Marketing managing direc-

tor John Donovan has been forced by Shell's legal department to revise a letter he planned to send to Shell's 1,700 service stations (MW May 21).

The revised "letter before action" will be sent to all Gulf stations which have not been rebranded as Shell and are not yet contracted into the Smart scheme with Shell.

Donovan says: "There is a problem with interfering with existing contracts, but we are setting our approach out in the letter."

The letter will also be sent to Shell service stations to warn managers they will be liable to legal pro-

ceedings when the Smart card scheme ends, and also to dealers to warn they will be liable if they switch to another franchise brand.

Shell UK is adamant it will win the case when it reaches the High Court. Mike Harle, retail development manager for UK and Ireland, says: "We think the case is clear that the Shell Smart card scheme out there is not John Donovan's, but ours. We believe we can prove this in court."

Shell UK will keep its station owners informed of the legal proceedings.

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About the AA

AA: New livery aligns association more closely and visually with Fire, Police and Ambulance emergency services

Driving force behind the AA strapline

In your recent Advalue on the Automobile Association last week, Peter Clay said he didn't know who came up with "the 4th Emergency Service" as a positioning for the AA and

that the person or people responsible should retire basking in the glory of a job well done.

Well, it was us at Interbrand Newell & Sorrell! We were commissioned by the AA in 1990 to look at the AA's branding and identity and in April 1992 we demonstrated, through the new livery that by aligning the association more closely and visually with the Fire, Police and Ambulance emergency services, a

more authoritative and fundamental positioning (vs mere "car fixers") could be achieved.

The AA accepted our recommendations; an advertising brief was formed and a presentation of the new livery provided the input to HHCL & Partners which developed the excellent strapline.

Simon Jones
Interbrand Newell & Sorrell
London NW1

SHELL SMART LEGAL NOTICE

John Alfred Donovan (Plaintiff)
and
Shell UK Limited (Defendant)

IN THE HIGH COURT OF JUSTICE
CHANCERY DIVISION CH 1998 -D- No. 2149

Any business contemplating becoming a partner in the SMART consortium scheme is hereby notified that any such participation may involve an infringement of rights, rendering it liable to legal action. For further information, see our website at:

WWW.don-marketing.com

Misgivings over AA accolades

Peter Clay's analysis of the road rescue scene is misleading on two counts: firstly, he attributes the AA's record of recruitment of 1.8 million new members since 1993 to "the 4th Emergency Service" campaign. He fails to report that from August 1 1994, when the AA prised the Vauxhall contract from the RAC, all new Vauxhalls have been sold with an AA membership attached – 1.1 million cars to date, excluding the company's used car scheme, Network Q.

Secondly, the accolade for fastest road rescue call-out time should go to Britannia Rescue (33 minutes), not Green Flag (35 minutes), as stated.

Mike Wisgard
Chief executive
Jaffe Keating
London WC2

Core claim is a little obvious

So the Automobile Association is to scrap non-core services and return to its motoring roots (MW May 21).

● Remember to bookmark our Website address:
<http://www.marketing-week.co.uk>

Is this the start of a trend, where the confused consumer goes back to getting his mortgage from a building society, his food from a supermarket, and his credit card from a bank?

Roger Kendrick
Business development director
The Target Group
Cheltenham
Gloucs
email: roger_kendrick@target-advertising.co.uk

Debt diatribe is too simplistic

Marketing Week's reporting has always been distinguished by its ability to separate substance from froth. Sadly, George Pitcher's article (MW May 14) on debt forgiveness does the opposite and fails to divorce symptoms from causes.

He rails against "bad" governments such as Bangladesh, Malawi and Ethiopia, suggesting that their external debt is a lever with which "good" Western governments can encourage them to be nice to their citizens. He also chides the Third World governments for growing cash crops for export, instead of subsistence crops – a sure sign of their wickedness.

Mr Pitcher conveniently forgets that many of the latter regimes were installed and supported by these "nice" Western governments and their allied banking and commercial interests. After all, their brutality was a reflection of their ability to maintain social and economic order. Equally, these countries have been encouraged, frequently against local opposition, to grow cash crops to provide cheap raw materials to these self-same "nice" Western interests.

In the case of Sudan, lovingly and inaccurately caricatured by Mr Pitcher into a Islam v Christian punch-up, there is clear evidence that the civil war has been exacerbated by Western funding of the rebels who are more amenable to Western oil interests than the Khartoum government.

The real issue is, therefore, a radical reform of the currently iniquitous global trading system. Debt forgiveness is merely the first stage in such an endeavour. It is also in the interest of Western business to see these markets growing into viable markets for their own goods and services.

Paul Simon
Reading
Berks

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and
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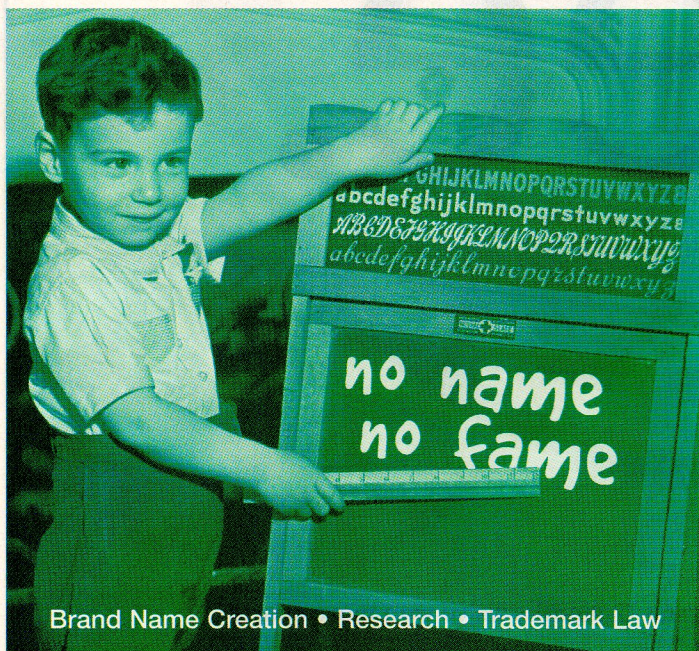
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BEDFORDSHIRE COUNTY COUNCIL TENDER FOR CITIZENS' PANEL

Tenders are invited from organisations with relevant market research experience to establish and manage a Citizens' Panel on behalf of Bedfordshire County Council. It is envisaged that the panel, which will be representative of the population of Bedfordshire and recruited locally, will be involved in both quantitative and qualitative work on behalf of the authority.

When exacting the contract the successful contractor will be required to comply with recommendations of the code of practice for the elimination of racial discrimination and the promotion of equality of opportunity in employment published by the Commission for Racial Equality and obtainable from Central Books, 99 Wallis Road, London E9 5LN.

Requests for tender documents should be made to: The Corporate Procurement Adviser, Corporate Services Department, Bedfordshire County Council, County Hall, Bedford MK42 5LN or telephone Mrs Lesley Armstrong, on (01234) 228894.

The closing date for receipt of tenders will be Friday 26 June, 1998.

R. D. Wansbrough
Corporate Legal Adviser

SHELL SMART

LEGAL NOTICE

John Alfred Donovan and Shell UK Limited
(PLAINTIFF) (DEFENDANT)

IN THE HIGH COURT OF JUSTICE
CHANCERY DIVISION CH1998-D-NO.2149

The Plaintiff reserves the right to take legal action against any business infringing his right to the SMART consortium scheme, including existing partners, participating Shell stations and suppliers to the scheme.

Our understanding is that there may be a number of businesses that were given notice of our claim by Shell before joining the SMART scheme. The Plaintiff's right to take immediate proceedings against such businesses is expressly reserved.

Any business which henceforth contracts with the scheme as a partner, supplier, or as a participating petrol station (e.g. Gulf sites converting to Shell) may render themselves liable to an immediate claim for damages.

For further information see our website at:

www.don-marketing.com

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Nestlé Rowntree is proud to be sponsoring the Best Confectionery Outlet category in this year's Forecourt Trader Awards, says James Porteous, Nestlé Rowntree trade communication manager.

"Forecourts are an essential element in the supply chain, ensuring that consumers can enjoy confectionery as easily out of home as at home, and thereby form an integral part of Nestlé UK's Food on the Move strategy for growth.

"Well over half of all confectionery purchases are made on impulse as the forecourt sector clearly demonstrates. How many times have you walked in to pay for your petrol and ended up succumbing to the delights of a chocolate bar?

"With a strong product range based around the biggest brands and effective merchandising we believe that forecourts are perfectly placed to further capitalise on this impulsive buying behaviour in the coming years."

Merchandising tips

- As ever, Nestlé Rowntree's essential merchandising advice is to give the best-selling products the best position, which is usually beside the till. In the case of outstanding sellers, such as Kit Kat, give them a minimum of two facings to maximise total confectionery sales.

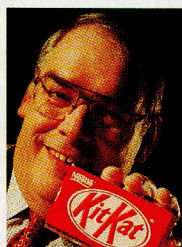
- Feature countlines prominently since three-quarters of all chocolate purchases at forecourts are in this sector. The next biggest sector is boxed chocolates which account for nine per cent of sales.

- Heavier and hunger satisfying kingsize bars, such as Lion and Yorkie Kingsize, are especially popular with men, who form the majority of forecourt users. Also stock childrens' lines for those buying for the family in the car.

- Display hanging bags prominently. Those with a variety of mini products within them are particularly popular as there's something to suit the tastes of all passengers.

- Many forecourt purchases are made by credit card and an extra few pence on the bill doesn't seem as much as handing over cash, therefore impulse purchase is much more likely.

- Don't forget to stock seasonal lines. Many people travel long distances to visit relatives at Christmas or Easter and will buy boxed chocolates or Easter eggs at the same time as their petrol for the journey. Those that have forgotten a gift are likely to be reminded by an attractive off-shelf display. Forecourts should make sure they maintain seasonal stocks. Many run out of



James Porteous,
trade
communication
manager at Nestlé
Rowntree

Nestlé puts forecourts to the fore



Nestlé

supplies with a few weeks to go but do not replenish them, thereby losing out on the huge, immediate pre-seasonal sales peaks.

- Forecourt retailers need to be aware of what I call the "bucket and sponge syndrome". Stocking

such products may seem relevant to this type of outlet, but even though they are high value they are also low volume. Forecourts are much better off in the long run using the space for confectionery which is a guaranteed fast seller.

Kool Rack for cool customers

Four-finger Kit Kats in the current 'Have a cool break' promotion are best displayed in a made-to-measure 'Kool Rack' fixed to the inside of the door of a chilled cabinet. What's more Forecourt Trader readers can order one for their shop while stocks last, absolutely free! All you have to do is to ring this freephone hotline number before August 28: 0800 5425566.

"I suppose you could call this a 'no pay and display' deal!" said Mr Porteous. "These racks make excellent use of otherwise idle space and will trigger impulse purchase by customers buying a drink or sandwich. They are particularly well suited to the forecourt sector".

Wrappers of Kit Kats in the promotion turn blue when refrigerated. The move is part of Nestlé Rowntree's initiative to encourage consumption of Kit Kat in the hotter summer months.



SHELL SMART

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(PLAINTIFF)

(DEFENDANT)

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CHANCERY DIVISION CH 1998 -D- NO.2149

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Any business which henceforth contracts with the SMART consortium scheme as a partner, supplier, or as a participating petrol station (e.g. GULF OR OTHER BRANDS CONVERTING TO SHELL) may render themselves liable to an immediate claim for damages.

For further information see our website at:

www.don-marketing.com

Alternatively, contact the Plaintiff at:

Don Marketing UK Ltd, St Andrews Castle, 33 St Andrews Street South,
Bury St Edmunds IP33 3PH Tel: 01284 388816 Fax: 01284 388308