

# STOP PRESS

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**The withdrawal of Lever Brothers' Persil Power** from the UK's supermarket shelves will be completed in the next few weeks when Asda and Safeway – the last two UK chains to stock it – allow stocks to run out.

**Granada has increased its presence** in the motorway service industry with the £125m purchase of Pavilion Services. Granada is also linking up with Ladbroke by opening three betting shops at service stations, which if successful will be extended across the network.

**Procter & Gamble has filed a US lawsuit** against Kilmartin Enterprise Inc for alleged infringement of its Oil of Olay (Ulay in the UK) packaging and trademarks.

**Renault UK has appointed Sheard Thomson Harris CBH** to handle its £1m direct-marketing account following a four-way pitch.

**Merchant bank, Coutts & Co Group has appointed** Michael H Penniman as group marketing director.

**Carlsberg-Tetley Sales South, the free-trade arm** of Carlsberg-Tetley in the south of England, has appointed Steve Hudspith as its new trade marketing controller.

**Don Marketing founder Alfred Donovan has issued a libel writ** against Shell UK. The writ claims that a Shell statement alleged an "attempt had been made to coerce Shell into settling false claims".

**Budget Rent-a-Car has appointed Paul Johnson as its** director marketing in Europe, Africa and the Middle East. Johnson was formerly marketing director of Radisson Edwardian Hotels.

**ELF Oil has launched its 1995 advertising campaign** with a Formula One racing car, worth over £1m, mounted on track and displayed on a poster site in West London.

**After the merger of three Hitachi companies,** Stephen Gill has been appointed director of sales and marketing at the new company, Hitachi Home Electronics.

**London Buses has shortlisted Abbott Mead Vickers BBDO,** Bates Dorland, Young & Rubicam, Bean MC and BMP for its account worth around £1m. Pitches will take place in May (see story page 5).

**Zone Publishing has won the contract to produce *England*,** the magazine of the national football team, the first time the Football Association has granted a licence.

**Heart FM, the new London radio station, has appointed** Miriam Sakoor as its sponsorship and promotions manager. She joins from Golden Rose, parent company of JFM.

**The Post Office plans to extend its range of counter services,** including offering holiday booking services along with foreign currency.

**Mirror Group is this week expected to announce its first** dividend payout since 1992 on the back of pre-tax profits of between £70m and £85m.

**Total Media is handling a £500,000 campaign by STA Travel,** encouraging travel and guide holidays for students.

**Express Newspapers is the biggest loser in new ABC figures** for March, which show the *Sunday Express* down 10.9% year-on-year to a circulation of 1,446,248, and the *Daily Express* down 7.45% to 1,292,944.

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# Halifax to take reins in merger

The proposed merger between the Halifax Building Society and the Leeds Permanent will put Halifax marketers in the driving seat.

The merged company will be run by a 13-strong executive committee, with ten of its members drawn from the Halifax.

The top marketing position will go to Gren Folwell, currently the

Halifax's group finance director, who becomes managing director, building society.

Reporting to him will be director of mortgages and savings Judy Atchison, who is currently general manager, market and product development at the Leeds, and director of banking and business development Dick Spelman, cur-

rently general manager, marketing at the Halifax.

Job losses lower down the merged marketing department have been ruled out by the Halifax, but a spokesman said: "Clearly there are functions that overlap at head office level. Jobs may change and there may be retraining."

# Apple to court clients in rejig

By Neill Denny

Apple UK is looking for three new marketing managers as a worldwide restructuring of the computer giant takes effect locally.

The company is looking for people to lead the business, home and education divisions, which have been formed to make Apple more customer-focused and revive its falling market share.

UK marketing director Nigel Turner said: "We are trying to make sure we thoroughly understand our customers – where they want to buy, why they want to buy. What customers will see is clearer communications that are much more integrated."

The changes are being driven in Europe by Apple's first European vice-president for marketing Walter Thygesen – formerly acting president of the region.

New worldwide divisions cov-



Apple: addressing customers by need, rather than using product-led advertising

ering sales, marketing, manufacturing and research replace product-led departments. Last year Apple's share of the world PC market fell to 8.1% from 9.4% – but the new structure will focus on the fast-growing multimedia mar-

ket, where Apple has a 22% share.

Turner said Apple wants to address customers by need rather than rolling out product-led ads. In the UK that will mean the appointment of Apple's first full-time direct marketing agency.

# Foster's opens Oz bar

Courage is to develop a chain of Australian theme bars across Europe to promote its flagship brand Foster's.

The launch is part of Courage's campaign to make Foster's the number one Australian lager in Europe and follows Guinness's decision to oversee a chain of Irish pubs.

The move fits in with the brewer's strategy of extending marketing beyond traditional beer advertising. In February it launched Europe's biggest-ever beer promotion with the £5m "Destination Australia" holiday give-away (*Marketing*, January 26).

It will also help to promote the brand in countries where alcohol advertising is restricted.

The brewer will offer local bar operators an interior and exterior design service to give venues an Australian theme. There are three themes – Sporting Nation, featuring a lifeguard character, Aborigine and Desert/Mad Max-style.

One source said that while Foster's will lead the bill, local brands will also be on sale. "Courage wants to link Foster's to Australia in the way Coke is to America, while avoiding boomerangs and corks on hats," he said.

# B&Q to pioneer Handy retailing unit in Scotland

B&Q's new in-town convenience hardware store is to be branded as B&Q Handy Store.

The DIY retailer is the latest in a line of retailers to reassess the worth of the high street. It unveils its new concept in Aberdeen within the next few weeks.

The store will be just over half the size of a B&Q Supercentre format and will only stock a range of 8000 portable items such as paints, brushes, plugs and tools.

The company claimed Handy Store is a one-off venture and will only be replicated if a scenario similar to the one in Aberdeen arises again.

It opted to convert one of two Supercentres and rebrand it as a Handy Store when a larger format Warehouse was planned to open on the outskirts of the city.

"In this particular case, it made economic sense to keep the store open in the town centre, but on a different basis," said Jim Hodgkinson, chairman and chief executive of B&Q. "This is a response to an individual situation."

B&Q, the UK's DIY market leader, is currently converting its 13 Depot stores into the larger 100,000 sq ft plus Warehouse format.

B&Q's nearest rival will be the Sainsbury's revamped Texas Homebase chain.



The biggest-ever campaign for the release of a video on the rental market is being planned for the uncut launch of Quentin Tarantino's *Reservoir Dogs*. More than £500,000 is being spent on press and a 5000-site poster campaign for the release of the video on June 14, following a two-year delay caused by the British Board of Film Classification's reluctance to grant it a video certificate. The BBFC finally agreed on an 18.