

News Marketing Services

IN BRIEF

Abbot Mead Vickers. BBDO and Red Bee Media have created new ident for BBC2, which are designed to reflect the 'range and diversity' of content on the channel.

Omnicom Group has posted fourth-quarter profits of \$277.2m (£141.4m), up from \$252.6m (£128.8m) in the same period last year. Global revenue rose 9.4% to \$3.2bn (£1.6bn).

Bristol & West is holding a pitch to find its first retained marcoms agency. Six undisclosed agencies have been shortlisted.

3 is reviewing its £39m ad account after parting company with WCRS. The review follows the appointment of John Penberthy-Smith as marketing director last month.

Publicis Dialog has been appointed to promote the launch of Serrenia, a £1.4bn luxury resort in the Egyptian Red Sea. The agency will spearhead an integrated global brand development project for the resort, which plans to spend £3m on marketing in the UK.

23red has been appointed by the Foreign and Commonwealth Office to work on its 'Know before you go' campaign.

Ambergreen has been appointed by Carphone Warehouse to handle its search engine marketing in the UK.

Iris has been appointed to handle the £2m ad account for volunteering charity V, which wants to attract 16- to 25-year-olds to community or volunteering work.

Beattie scoops £4m global Rocco Forte hotels account

By Catherine Turner

Beattie McGuinness Bungay has won the £4m global advertising business for luxury hotel chain Rocco Forte Hotels (RFH). The agency won the global integrated marketing account following a pitch against four undisclosed agencies.

RFH owns a number of upmarket hotels including Brown's in Mayfair, Edinburgh's The Balmoral, Hotel de Russie in Rome and Hotel Astoria in St Petersburg. The chain, which announced plans to sell Manchester's Lowry Hotel and St David's in Cardiff in December, is



Hotel Astoria: Upmarket hotel in St Petersburg

also planning to expand internationally. Future developments include Munich, Prague and a Sicilian golf and spa resort.

BMB is now developing marketing design concepts, a digital customer relationship

management (CRM) strategy, as well as traditional above- and below-the-line communications. It is thought to be RFH's first retained global agency.

RFH managing director of sales and marketing Richard

Power says the appointment demonstrates the leisure company's ambition to capitalise on its credentials as a leading European luxury hotel brand.

The company, which was founded by Sir Rocco Forte, says it aims to provide a five-star hotel in each key city throughout Europe.

The group was founded in 1996 to create a collection of hotels with "individual" styles. It has ten hotels but plans to expand to 15 by the end of 2008. RFH is expected to make at least £75m by selling its Cardiff and Manchester properties.

Dairy Crest hands spreads to Iris

Iris, the independent integrated agency, has been appointed to handle the £1m below-the-line spreads business for Dairy Crest following a four-month review.

Iris will work on brands including Utterly Butterly, Clover and St Ivel Gold after winning a place on the roster alongside incumbent Haygarth, which has been retained to handle the other half of the account – also believed to be worth £1m.

Dairy Crest invited a number of agencies to pitch for the business in November last year (*MW* November 2, 2006). The review was handled by Creative Brief, but Grey London's hold on the advertising business was not affected by the pitch.

Dairy Crest group brand manager Laura Downey says: "This year will be an exciting period of development and it was vital we got the right agency partner on board."

Dairy Crest's previous below-the-line activity has included sponsorship of wing-walking display team the "Utterly Butterlys" – named after its spread brand.

In September last year, the company sold off its own-brand cheese business to First Milk, the farmer-owned dairy company, in a deal understood to be worth £61.9m.

Dairy Crest's portfolio includes spreads Country Life, Vitalite and Willow; yoghurt

drink Frijj and cheeses Cathedral City, Hartington and Over the Moon. It also develops and markets chilled yoghurt and dessert products for Yoplait as part of a joint venture with the company.

Last month, Dairy Crest appointed ex-Somerfield group logistics and IT director Martin Oakes as executive managing director for its dairies division, replacing Mark Allen who stepped up as chief executive of the company.

Clear lands Century and Saga radio tasks

Guardian Media Group Radio has handed the advertising for Century FM and the recently acquired Saga Radio stations to Manchester-based agency Clear Marketing Communications.

It is understood the media company held talks with a number of agencies although it is not clear if there was a formal pitch. Clear already handles the advertising for GMG's Smooth and Real Radio brands.

The radio group has briefed the agency to create a

new national brand for Smooth Radio, which will include the existing Smooth FM stations in London and the North-west and the rebranded Saga stations.

Earlier this year, GMG applied to media regulator Ofcom to be allowed to change the format of its London station to include music likely to appeal to an older age range, and the new advertising is expected to reflect the changes.

Clear Marketing will also work on campaigns for Real



Smooth: New branding

Radio and Century FM brands. The appointment does not include Scottish station 96.3 Rock Radio, which works with The Bridge.

According to figures from Nielsen Media Research, £1.4m was spent on advertising Smooth in the year to the end of June 2006, with another £700,000 on Century and £500,000 on Real.

GMG Radio has 11 stations across London, Wales, Scotland, Yorkshire, East and West Midlands and the North-east and West of England, which the group claims gives it the largest regional footprint in the UK. It also operates internet radio site jazzfm.com.

