

NEWS

ACCOUNT ACTION; MEDIA MOVES; COMINGS & GOINGS; FOR THE RECORD ;

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Nintendo, Duesseldorf, dropped Euro RSCG from its \$30 million German account, after agency CEO Jochen Rang announced his resignation, prompting rumors of other executives' forthcoming departures. Euro RSCG may be asked to pitch in a review.

SMH Swatch, Lancaster, Pa., is reviewing the creative portion of its U.S. account, now handled primarily by Barbarella, Milan. Chiat/Day, Venice, Calif., is the only U.S. agency still in the running.

OfficeMax, Shaker Heights, Ohio, to Lintas [Campbell-Ewald](#) ⌘, Warren, Mich., from Meldrum & Fewsmith, Cleveland, for the chain of office supply stores' estimated \$30 million account.

Anheuser-Busch, St. Louis, to Glennon Cos. from D'Arcy Masius Benton & Bowles for its estimated \$10 million to \$15 million Michelob national account.

Alpo Petfoods, Allentown, Pa., dropped Weightman Group, Philadelphia, as the agency for its \$2 million account. Nestle USA, which bought the company in December, is expected to consolidate advertising at its current roster of shops.

Rockport Co., Marlborough, Mass., to [Leo Burnett](#) ⌘ USA, Chicago, from DeWitt Media, New York, for the shoe marketer's estimated \$10 million media buying account.

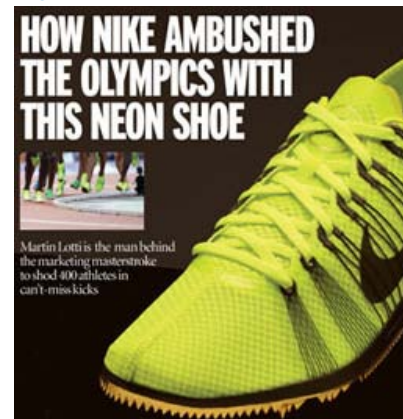
New York State Department of Economic Development, Albany, to [Ogilvy & Mather](#) ⌘, New York, and O&M Dataconsult, Buffalo, from McCann-Erickson Worldwide, New York, for its estimated \$8 million to \$10 million tourism account. Coleman Co., Wichita, Kan., to Martin/Williams, Minneapolis, from Sullivan Higdon & Sink, Wichita, for the camping and outdoor leisure products marketer's estimated \$7 million account.

Motorola Information Systems Group, Mansfield, Mass., will consolidate its \$3 million business-to-business account, currently split among Arnold Fortuna Lawner & Cabot, Boston; Dayner/Hall, Winter Park, Fla.; and McCann-Erickson Worldwide, Atlanta. All incumbents will be invited to participate in a review, as well as a few undisclosed shops.

Popeyes Chicken & Biscuits, Atlanta, will begin a review in April for its national and regional accounts. Incumbent Fitzgerald & Co. won't be in the review. Galeries Lafayette/Nouvelles Galeries, Paris, to Euro RSCG/Tong Cuong from Eldorado for its \$30 million French department store chain account. Marnier-Lapostolle and Schieffelin & Somerset Co., both New York, to Kirshenbaum & Bond from [TBWA](#) ⌘ for the estimated \$10 million advertising and promotion account for Grand Marnier liqueur.

Rhone-Poulenc, Cologne, to Ogilvy & Mather, Frankfurt, from Grey Advertising, Duesseldorf, for the pharmaceutical marketer's \$10 million over-the-counter account in Germany. Venture Stores, O'Fallon ⌘, Mo., to W.B. [Doner](#) ⌘ & Co., Southfield, Mich., from Publicis/Bloom, Dallas, for the discount retailer's \$6 million to \$8 million account. Brown & Williamson Tobacco Corp., Louisville, Ky., to Bates USA, New York, as first U.S. agency in several years for the Lucky Strike brand. Brown recently acquired rights to the brand from American Brands Co.

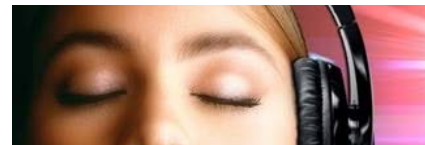
BIG IN PRINT



Martin Lotti is the man behind the marketing masterstroke to shed 400 athletes in can't-miss kicks

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YouTube Original Channel Tracker



Biggest Mover of the Week:
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MOST COMMENTED

MOST EMAILED

ConAgra Pet Products Co., Omaha, to Ogilvy & Mather, Houston, from Smith, Kaplan, Allen & Reynolds, Omaha, for creative work on the Sergeant's pet supplies account.

Coors Brewing Co., Golden, Colo., to Casanova Pendrill Publicidad, Irvine, Calif., from [GSD&M](#), Austin, Texas, for its Hispanic account.

Dominick's Finer Foods, Northlake, Ill., to San Jose & Associates, Chicago, from Asencio & Associates as Hispanic agency of record.

Bates North America said it plans to form a joint venture to develop TV entertainment and distribute programming. The venture will serve as an agent for TV producers by marketing and selling programs to networks.

Whittle Communications' headquarters in Knoxville, Tenn., will be bought by the General Services Administration, and converted into a federal courthouse. The government agreed to buy the four-story building for about \$24 million, less than half what it cost to build four years ago.

SmartMoney, New York, to Stein, Killpatrick & Rogan from Ammirati & Puris/Lintas for the magazine's estimated \$700,000 account. Journal Communications said it would merge its 214,753-circulation afternoon Milwaukee Journal and 175,330-circulation morning Milwaukee Sentinel into a daily morning paper called the Milwaukee Journal Sentinel on April 2. Higher paper costs and declining afternoon circulation were blamed. KRC Research, a unit of Bozell Worldwide, New York, is conducting focus group research for an anonymous TV network seeking to learn the attitudes of journalists and congressional staffers. Most of the questions concern Fox. NBC is teaming with Live Entertainment for a joint promotion on the launch of the home video release of MGM/UA's "Stargate" movie. The promotion ties into NBC's "Earth II" prime-time series.

Tom Monahan has relinquished his day-to-day duties at Leonard/Monahan, Providence, R.I., where he has been acting creative director, to concentrate on Before & After, a company he founded last year to offer creativity seminars and consulting. He will remain a partner at Leonard. Before & After has recently relocated from Providence to 304 Thames St., Newport, R.I. 02840; phone (401) 846-8980. Nicholas Baum, 47, to CEO-Europe, a new post at Euro RSCG International, Paris, effective March 1, from president-international, Wells Rich Greene BDDP, New York. Brian Decker to VP-strategic integration and new media at Earle Palmer Brown, New York, from management supervisor at Ammirati & Puris/Lintas. Peter S.P. Dimsey to senior VP and a member of the executive committee of MBNA America Bank, New York, from president of the U.S. region of MasterCard International. Charles Porter to president, Shoney's Inc., Nashville, Tenn., from division president as Shoney's replaces top management and plans to sell some operations. Mr. Porter succeeds Jim Arnett, president-chief operating officer, who resigned. Shoney's restaurant unit President Jim Grout also resigned. Chairman-CEO Taylor Henry plans to retire at the end of 1995. Joseph Cupani to executive VP-chief creative officer, Chapman Direct, New York, from executive creative director, Ogilvy & Mather Direct. He assumes some duties of Barry Kessel, president-chief creative officer, who left.

Joel Oberman, 41, to VP-business development and strategic planning, Campbell Soup Co.'s bakery and confectionery division, Camden, N.J., from VP, Campbell Biscuits Europe, Brussels.

U.S. Supreme Court ruled airlines that change their frequent flier programs can be sued for breach of contract, in a decision that could increase legal fees for U.S. airlines and prompt some doubts about the programs' future. The ruling means American Airlines must now go to trial for an Illinois lawsuit over changes, but the airline said it believed it could win that suit because the carrier had expressly warned members rules could change.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., has realigned its structure by forming three multidisciplinary groups dedicated to General Motors Corp.'s Cadillac division and Pontiac unit as well

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.



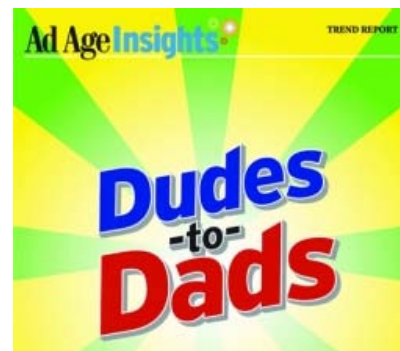
EATIVITY PICKS

Marionette Andres Iniesta Takes Control in Stop-Motion Nike Football Film



Barcelona's Andres Iniesta is puppeteer'd and a cute little football field in this spot for e's new CTR360 Maestri III line of soccer cleats.

Ad Age Insights



How cultural, economic and societal shifts are affecting how men approach home, career and leisure time, and what that means for marketing to them.