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# Hotline By Adweek Staff

June 17 2002

Advertising & Branding

## Arnold to Shut in San Francisco

BOSTON—Citing a lack of technology growth opportunities and a dearth of new-business prospects, Arnold is shutting its office in San Francisco. Projects with Gulf Lubricants, Keynote Software and Arraycom will be wrapped up in the next few weeks. Office president Jim McGinn and creative director Stu Cooperrider, who were relocated to San Francisco earlier this year, will return to the Havas-owned agency's Boston headquarters. About 17 employees are expected to lose their jobs. Arnold does plan to keep about a dozen media and public relations staff in San Francisco.

## West Coast Shops Miss BCBS Finals

CHICAGO—Three agencies moved forward in the review for Blue Cross Blue Shield of Minnesota's 10-year, \$80-110 million anti-smoking program, according to the consultant running the search. BBDO and Carmichael Lynch, both in Minneapolis, and Crispin Porter + Bogusky, Miami, will make final presentations the second week of July. Cut were Arnold in San Francisco, Ground Zero in Marina del Rey, Calif., and BVK in Milwaukee.

## Coors to Choose Hispanic Agency

CHICAGO—Coors Brewing is set to select a new Hispanic agency from three finalists vying for the estimated \$10-20 million account of Coors Light, a brewer representative said. The contenders, sources said, are Bromley Communications and Cartel Creativo, both in San Antonio, and Publicis Sanchez & Levitan in Dallas. The account is expected to include media planning and buying. A decision is expected in the next month. The Golden, Colo., brewer previously worked on a project basis with Casanova Pendrill Publicidad in Irvine, Calif. Coors' general-market agency is Foote, Cone & Belding in Chicago.

## Red Cell Acquires HeadlightVision

LOS ANGELES—WPP Group network Red Cell has acquired London-based research and strategic consultancy HeadlightVision Limited. The 26-person consultancy's offerings focus on macro global trends, urban energies, youth culture and marketing, and communicating with 50-75-year-olds. Terms were not disclosed. Red Cell shops include Cole & Weber/Red

Cell in Seattle and Portland, Ore., and Berlin Cameron/Red Cell in New York.

### Dial Awards Hispanic Marketing to San Jose Group

CHICAGO—The San Jose Group here picked up Hispanic marketing duties for Dial's line of soaps and detergents following a review. The Scottsdale, Ariz., marketer's \$15-20 million general-market soap account was awarded to GSD&M in Austin, Texas, a year ago, while the Purex detergent line is at Cramer-Krasselt in Phoenix, Ariz. Billings for Hispanic efforts have yet to be determined.

### TaylorLaw Bests MacKenzie for Deck the Halls

ATLANTA—Deck the Halls has retained TaylorLaw Advertising to reposition the company as a framing specialist. The Dallas agency, pairing with public relations partner BizCom Associates, bested finalists MacKenzie Communications of San Francisco and Valentine Redford in Kansas City, Mo., in a review. Billings were not disclosed.

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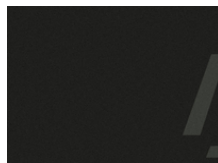
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George L. San Jose President and Chief Creative Officer of The San Jose Group a multicultural advertising agency.



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