

BRANDWEEK.COM

Adweek.com
Mediaweek.com

Brandweek, Published: June 17, 2002

News Roundup: Newswire

Lexus teams with several ski resorts this fall and winter to tout the LX 470 sport utility. The SUV will be the "Preferred Vehicle" at resorts including Park Hyatt in Beaver Creek, Colo, St. Regis in Aspen, Colo, and Sonnenalp in Vail, Colo. . . H.J. Heinz is spinning off brands such as Starkist tuna and 9Lives cat food into a merger with a reorganized Del Monte. Heinz stockholders will have a 75% stake in the venture . . . ASSIGNMENTS: Universal Studios Hollywood Theme Park and CityWalk selected the Cimarron Group, Hollywood, Calif., as its lead ad agency . . . Ritz-Carlton chose Denmark, Atlanta, to produce literature and brochures for more than 20 worldwide resort

properties . . . Dial Corp., Scottsdale, Ariz., selected San Jose Group, Chicago, to handle Hispanic-targeted efforts for bar soaps, body washes liquid soaps and Purex laundry detergents . . . AGENCIES: Relationship

marketing firm Lowe Live London joined DraftWorldwide and will operate as DraftWorldwide London.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency