

Ben Sherman moves £4m ad business in-house

By James Quilter

Fashion brand Ben Sherman has parted company with Grey London and taken its £4m advertising account in-house.

Grey was reappointed by Ben Sherman in April 2004, having previously handled its ad business in the 90s. It was reported at the time that the brand was aiming to boost its profile in the US and Australia.



Ben Sherman: Warner Music tie-up

Ben Sherman is supporting the launch of a spring/summer collection called Big Beat with a campaign created in-house that will see it team up with Warner Music. The activity is intended to change perceptions of the brand as focused only on shirts.

The campaign will comprise press, outdoor and online ads as well as a music CD produced in association with Warner. Press

executions will run in lifestyle and music magazines.

The work is intended to highlight Ben Sherman's affinity with music, especially mod and ska, according to Ben Sherman's head of marketing, Suzanne Egleton.

In 2004 Grey created a print campaign twinning places in the UK with their namesakes in other countries, such as Oxford Street in London and New York.



Shelter: derelict building 'ads'

Shelter runs ads in estate agent

Shelter is launching an ad campaign to highlight the appalling housing conditions faced by some families in London.

The work, created by Leo Burnett, uses mocked-up house ads featuring derelict buildings. These will appear alongside the particulars of genuine properties in the windows of estate agent chain Douglas & Gordon.

'This will shock some of our customers, but the scale of the housing and homelessness crisis means it is a risk worth taking,' said Ivor Dickinson, managing director of Douglas & Gordon.

More than 1m children in the UK live in run-down, overcrowded or dangerous housing, according to Shelter.

Public confused by ethical labels

Nearly half of consumers are confused about the difference between Fairtrade, ethical and organic products, according to a study by Fraser Consultancy.

The report, timed to coincide with the start of Fairtrade Fortnight, found that 58% of respondents would like more information on the difference between the labels.

Despite this, two-thirds of UK consumers claim to have bought Fairtrade or ethical items in the past 12 months.

The Fairtrade label shows that producers have been paid a fair price for goods, ethical products operate under a similar premise but are not participants in the Fairtrade scheme, while organic items are produced with minimal chemical use.

Oral-B battery-powered brush rapped by greens

By Samuel Solley

Procter & Gamble has come under fire from environmental groups over the launch of an Oral-B disposable toothbrush that contains an integrated AAA battery.

The Oral-B Pulsar looks like a manual toothbrush, but features vibrating bristles, which are powered by the battery.

The product cleans teeth in a similar way to a conventional electric brush, but is designed to be thrown away after a few months' use. However, it is difficult to remove the battery before disposal.

'Disposable products are an environmental nightmare,' said environmental body Greenpeace in a statement. 'They add to the UK's waste mountain, they add to global warming by wasting energy in making replacements, and electrical and electronic goods in particular contain toxic substances



that make them even more of a problem. Progressive companies are making products that can be re-used and recycled, rather than disposed of.'

The Department for Environment, Food and Rural Affairs also criticised the Oral-B Pulsar. It issued a statement that said it was 'difficult to encourage disposable electrical products' as its strategy is to 'minimise the amount of waste that arises in the first place'.

Oral-B Pulsar: disposable vibrating toothbrush

Procter & Gamble responded that the handle can be split open to remove the battery, which could then be recycled.

Oral-B Pulsar, which will be priced £5.99, is to be rolled out to stores later this month.

The launch will be supported by a five-week advertising campaign, which will take in TV, print and outdoor. The work breaks on 10 April.

Pilsner Urquell in photography tie

SABMiller has appointed Frontiers Group as the global sponsorship agency for its Pilsner Urquell beer brand.

The agency's first task has been to negotiate a deal for Pilsner Urquell to become the title sponsor of the International Photography Awards and Lucie Awards, an association that will be used in future promotional activity.

Frontiers Group will work alongside Pilsner Urquell's other roster agencies, Ogilvy & Mather, Enterprise IG and Dialogue.

The brand consolidated its £20m global ad account into Ogilvy & Mather in February 2005, with the pan-European business moving out of Leagas Delaney.

Pilsner Urquell, which competes with fellow Czech beers Budvar and Staropramen, has been the focus of increased investment in the UK market following its parent's creation of the Miller Brands UK division last July.

The division has been handed a £30m promotional budget to raise the profile of its premium lagers.

Preston North End scoops best campaign award

By David Tiltman

Preston North End has scooped the prize for Best Club Marketing Campaign at the inaugural Football League Awards.

The award, sponsored by Marketing, recognised the impact of the 'Loud and proud' campaign set up to boost the profile of the club in the local community.

The club, which is currently challenging for a play-off spot in the Coca-Cola Championship, received the prize at the awards ceremony in London on Sunday.

The 'Loud and proud' activity involved match-day events and a competition to find the best club chants.

Preston North End also distributed posters to fans



Football League Awards: inaugural ceremony

and local businesses and encouraged supporters to spread the word about the campaign. The work boosted match-day attendances and improved the atmosphere in the stadium.

The other football clubs nominated for the award were Derby County, Leeds United, Nottingham Forest and Reading.

The ceremony also saw Norwich City recognised for Best Club Sponsorship as a result of its tie-up with car marque Proton.

As part of the deal, the club opened the first car showroom to operate within a football stadium. The partnership has subsequently helped the company boost its sales in Norwich.