

# Colmans in £3½m soup bid

by Jane Rayner

Colman RSCG and Partners has unveiled details of this winter's record £3½ million national television campaign for CPC's Knorr Quick Soups.

It is spearheaded by a £400,000 ten-day burst for a scratch-card promotion — the Knorr £100,000 TV Challenge Game. The 30-second commercial, using the "whoosh" device introduced by the agency two years ago, features a "gentleman of the road" finding



Knorr . . . upper-class theme in a record spend

the game card in his soup pack and his transformation into a toff.

The major thrust of the advertising will follow with two 30-second commercials running through to



March. The ads, "Hunt" and "Gong", feature Knorr Special Recipe Quick Soup which was introduced last winter. They show upper-class characters abandoning

their traditional pursuits to get to their Special Recipe.

The rags-to-riches ad was the work of Colmans' copy and art team of Jon Rolls and Harvey Lee and "Hunt" and "Gong" were created by writer Steve Hooper and art director Dennis Lewis. All the ads were directed by Graham Rose of Rose Hackney.

Knorr marketing manager Jeff Broomfield said: "This market has developed dramatically over the past winter with the consumer demanding much more quality."



They say it's the best.

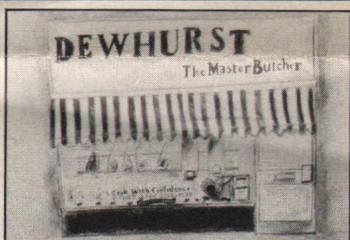
Choicest Blend . . . growth

## Davidson puts £1½m tea slice on television

Brooke Bond Oxo is backing its quality tea, Choicest Blend, with a £500,000 TV campaign through Davidson Pearce. The move is designed to capitalise on the recent growth in the quality and speciality sector of the tea market, currently worth only £35 million compared with around £400 million for the total tea market.

Davidson Pearce has prepared a 30-second commercial to run in London, Southern and Anglia regions. It uses a split-screen device to give the impression of secrecy surrounding the quality teas used in Choicest Blend and ends with the line "They say it's the best". It was created by art director Ian Whapshott.

Simon Ratcliffe, account director on the brand, said: "Although the quality/speciality sector accounts for a small percentage of total tea sales, it is a sector where consumption is increasing."



Dewhurst . . . 'creative first'

## McCormicks in TV-AM push for Dewhurst offer

McCormick Publicis is using TV-AM between now and Christmas to launch the Dewhurst "Cook with confidence" guarantee. It is the first time a major food retailer has offered an unconditional money-back guarantee on all its products, with no proof of purchase. The TV is backed by full-page ads in the tabloid press.

McCormicks claims a creative first by commissioning the artist, Chloe Cheese, to produce a series of drawings for the TV ads with the voiceover of former *Coronation Street* star Pat Phoenix.

## Ted Bates finalises creative shake-up

Ted Bates has just restructured its creative department after setting up a separate unit — Adlington — to handle below-the-line work. Several members of the department have moved to the new unit and Bates has hired seven staff to replace them.

Peter Smith, formerly with Leo Burnett, has joined Bates to work with art director Jim Hutchinson; Peter Haswell, another writer, has left McCann-Erickson to work with art director Max Doyle at Bates; and art director David Johnson has joined to work with Andy Tribble. Johnson was most recently working at Wells Rich Greene on the Pan Am account, and therefore has indirectly worked with Bates creative director



Margulies . . . creative chief

Paul Margulies — former creative director of Wells Rich in New York.

Bates has also teamed juniors Jeremy Carr, a writer, and Jeremy Cargen, an art director, and writer Jan Rowley and art director Chris Moss.

## Top planner quits Leagas to follow New York quest

Senior planner Nigel Carr is leaving Leagas Delaney after 15 months to move to the United States as an associate director of Market Behaviour, the New York operating company of MRB International.

Market Behaviour was set up four years ago as a sister company to MBL, the specialist UK qualitative outfit. Carr, 29, intends to develop his own client base and build a new section to the company activities.

He said: "There is a new wave of exciting, consumer-sensitive American advertising coming through. But the research industry is only really helping them on the behavioural side — the opportunity for MBI is vast."

At Leagas, Carr has been working on ICI Fibres, and Terrys new product development.

## Don Marketing launches dual forecourt attack

Don Marketing, which specialises in promotional games and contests, is launching two major promotions for motorists.

On Monday it launches Make Merry, a Christmas version of the Shell Make Money and Mastermind petrol promotions. Two million prizes of Christmas food and wine are on offer with £10,000 Harrods shopping sprees as top prizes. Scratch cards are available from Shell stations.

At the same time, the Trading Stamp Company, a wholly owned subsidiary of Don, is launching Bonus Stamps.

## Needham Harper soup ad stirs Italian anger

NEW YORK: Needham Harper and Steers' commercial for Campbells soup has been withdrawn because of heavy pressure from Italian-Americans.

The ad, for Superiore Beef Ravioli, went on air a month ago. Ronald Quartararo, assistant chairman of the Commission for Social Justice, an arm of the American Sons of Italy organisation, said: "Our objection was that it followed a pattern of negative stereotyping."

The commercial showed an Italian village, but, Quartararo said,

the picture was consistent with "a false and damaging impression in its depiction of shabbily-dressed people acting in a crude manner".

Campbells marketing manager Arthur Ferrara ordered the ad to be withdrawn after a number of complaints.

"This wasn't the only one," he said. "We killed the ad in response to comments like those from Quartararo."

"Campbells was in no way looking to offend anyone. We regret these people's interpretation, but it's valid."

# Ice cream tops the popularity stakes

Ice cream has become the most popular dessert in Britain — even in winter. It has overtaken custard and leaves the more traditional wintery desserts, like steamed puddings, well behind.

According to the Taylor Nelson Family Food Panel, figures covering last winter and spring show that people ate an estimated 375 million servings of ice cream and mousse — 26 per cent more than in 1980.

Custard, on the other hand, was down to 331 million servings — a drop of 23 per cent over the same period.

The Family Food Panel said: "The cold desserts are strong with young housewives and children, while the profile of the cooked puddings becomes older and older."

It suggests that the convenience of ice cream is one of the main

reasons: "Even canned rice puddings and instant custards cannot match the ease of tubs of ice cream or individual pots of fresh cream desserts — where preparation time is nil."

Other survey figures show that yoghurts and fresh cream desserts leapt 33 per cent in popularity during the four years. All the other dessert categories show a drop — sweet pie fillings down 39 per cent,

steamed and baked puddings 17 per cent, milk puddings 14 per cent, jellies six per cent, and desserts and toppings five per cent.

The panel's results are based on a survey of a representative group of more than 2,000 households.

Further information is available from Mike Watson, Family Food Panel, Taylor Nelson Associates, 457 Kingston Road, Ewell, Epsom, Surrey KT19 0DH.

With puddings a sweet but subtle wine is indicated.

The great British pudding can be a great British groan without suitable liquid assistance.

So, with good dessert wines costing an upper and lower limb, how do you ease your guests through this delightful but challenging course?

Simply bring out a bottle of Osborne Oloroso Sherry. Its ravishing bouquet and golden glow rekindle jaded appetites.

Whilst its subtly sweet flavour helps the gateaux down like no other wine.

Oloroso and 10RF Oloroso are just two in a range of rare sherries developed by Osborne over 212 years.

Dust one off at your next dinner party.

Osborne . . . ten varieties

## Cromer Titterton picks press for Osborne sherry

Osborne sherry — the brand known well to visitors to Spain — is to be backed by its first consumer campaign, with a £100,000 burst through Cromer Titterton Mills Cowdrey.

The brand, shipped into this country by Teltscher Brothers, has ten varieties, each of which is suitable with different types of food, said the agency. Account director Guy Barney said: "We want to position Osborne as a wine which can be drunk throughout a meal and not simply as an aperitif."

The press ads run between now and Christmas in the *Times*, *Guardian*, *Financial Times*, *Sunday Telegraph* and *Observer*. They are backed by point-of-sale work. An A5 concertina brochure reproduces the ads, illustrating the dishes and Osborne wines that go together.

## Smiths cashes in on low-salt trend

Smiths Crisps is capitalising on the trend for low-salt products with a £200,000 relaunch of its Salt 'n' Shake variety through Abbott Mead Vickers SMS.

The agency will be placing ads in the leading national tabloid papers for the next month. This is in addition to the £2.5 million being spent on the first national TV campaign in seven years.

Smiths' marketing director, Andrew King, said: "With consumers becoming more health conscious, we have decided to make the choice theirs."