



Diageo: wide-ranging activity

Diageo in £25m Christmas drive

Diageo is backing its brands with a £25m spend in the run-up to Christmas.

Baileys will take £6m of the spend, as Diageo extends the distribution of its mint-chocolate and crème-caramel variants from off-licences to the on-trade this year after they generated £10m in sales last Christmas. The work will comprise outdoor and point-of-sale activity.

Whisky brands Bell's and Bushmills will be backed by a £1.5m press spend targeting men aged 35-plus, while Guinness will be the focus of a £3m campaign that will emphasise its rugby links. Guinness Red, launching this month, will be supported by work in bars.

Smirnoff will add press and point-of-sale to its ongoing TV work focusing on the vodka's purification process.

First Choice boss to lead TUI travel

Tim Williamson, marketing director at First Choice, is to become marketing director of TUI Travel, the tourism division of TUI, the company created by the merger of First Choice and Thomson.

Williamson beat Andrew Rayner, Thomson's marketing director, to take the job; it is unclear whether Rayner will remain at the firm.

TUI Travel is based at First Choice's offices in Crawley and managed by First Choice chief executive Peter Long. The combined business encompasses more than 170 brands, and is expected to generate sales of £12bn.

Williamson has held several roles at First Choice, including product director.

First Choice declined to comment.

ITV backs Billie Piper drama with Facebook group

By Gareth Jones

ITV is to make its first foray onto Facebook with the launch of a branded group to promote its risqué new drama, *The Secret Diary of a Call Girl*, starring Billie Piper.

The UK's biggest commercial broadcaster has enlisted the help of anonymous blogger Belle de Jour, who has gained notoriety on the web for her autobiographical tales of prostitution.



Facebook: Belle de Jour profile

The blogger has created her own Facebook profile, where she will divulge intimate personal details and upload photos depicting her sexual escapades.

In an effort to generate a buzz around *The Secret Diary of a Call Girl*, ITV has commissioned Belle de Jour to personally respond to emails and comments posted on her Facebook page.

ITV has also briefed Dare to create Fantasy Match, a Facebook application that allows users to pick their darkest fantasies and share them with friends.

The digital drive forms part of a wider integrated campaign promoting the launch of *The Secret Diary of a Call Girl* later this month. The show is part of ITV2's plans to attract younger, more aspirational viewers.

Coca-Cola hikes outdoor spend through JCDecaux

By Nicola Clark

Coca-Cola is boosting its outdoor spend with the signing of a multimillion-pound deal with JCDecaux.

The soft-drinks firm will use the agreement to showcase its brands, including its Schweppes portfolio. The partnership comes as Coca-Cola continues to reduce its investment in TV activity.

In 2003, it spent the lion's share of its ad budget on TV, which made up £30.3m of its £37.5m expenditure. By 2006 TV made up £19m of its £31.9m annual promotional spend, according to Nielsen Media Research.

The JCDecaux deal was overseen by Cathryn Sleight, marketing director of Coca-Cola GB, who said it will enable the company to maintain 'a consistent brand presence'.

As well as traditional sites, Coca-Cola has bought sites including the M4 Torch, a 32m-high ad superstructure,



and large-format billboards, which will carry an illuminated Coca-Cola branding badge.

JCDecaux picked up the work following a competitive pitch; it is believed the outdoor firm's commitment to reducing the environmental impact of its network was key to the decision.

Coca-Cola will be the first advertiser to use JCDecaux's recyclable 'high-definition'

Coca-Cola: recyclable billboards

billboards, made from a form of vinyl that can be recycled. The outdoor firm claims to have been a pioneer in developing green initiatives; in Paris it has introduced a fleet of advertiser-sponsored bicycles for the public to use free of charge.

Coca-Cola operates a similar partnership agreement in the US with Clear Channel, which also pitched for the business in the UK.

NFL picks two to build excitement

The NFL has hired Abbott Mead Vickers BBDO and independent start-up Not Actual Size to increase awareness of the league, as Wembley Stadium prepares to host the first regular-season game to be played outside the US.

The agencies will create an experiential push as part of the NFL's drive to bolster the appeal of the sport internationally. The Wembley game, which will be contested between the Miami Dolphins and New York Giants, will be played on 28 October.

More than 500,000 fans registered for tickets for the game within 72 hours of the details being announced, according to the NFL.

Gareth Davies, marketing director of NFL UK, said the league plans to establish itself with a 'big-statement campaign' including bursts of high-profile activity at key London locations.

The appointment is the first new-business win for Not Actual Size, an experiential specialist set up by Dan Holliday, the founder of The Fish Can Sing.

Barclays to embark on digital awareness assault

By Gareth Jones

Barclays is pursuing its biggest digital drive to promote its range of financial products and services.

The high-street bank is rolling out a multimillion-pound three-month branding push, which will see it take over the homepages of 16 websites in the Yahoo! UK & Ireland network.

The online initiative will run across Yahoo!'s news, sport, shopping and entertainment sites, representing the biggest single branding campaign brokered by Yahoo! in the UK.

Barclays has briefed Dare to develop high-impact activity to raise awareness of its portfolio of financial products and services, which



Barclays: work will run across Yahoo! sites

include current accounts, pensions and mortgages.

The initiative is a change in strategy for Barclays, which has previously used the web for direct-response work. Last month it tied with Yahoo! for a digital drive promoting its sponsorship of Premiership football.

Barclays marketing director Jim Hytner recently

announced plans to leave the firm after almost three years in the role to join Top Up TV as commercial director.

Hytner is expected to remain at the group until November, when Deanna Oppenheimer, UK banking chief operating officer, will take over responsibility for marketing.