

Business Briefly

TV ONLY

William Underwood Co. □ Campaign for Underwood meat spread begins May 23 in 52 markets. Flight will run 10 nonconsecutive weeks in day, early fringe, late fringe and prime access times. Target: women, 25-54. Agency: Kenyon & Eckhardt Advertising, Boston.

Joseph Kirschner Co. □ Campaign for Honey of a Hot Dog begins May 16 in seven markets. Five-week flight will air in fringe, prime and weekend times. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

British Airways □ Campaign begins this month in 10 markets for four to six weeks in news, sports, prime and prime access times. Target: adults, 25-54. Agency: Compton Advertising, New York.

California Milk Advisory Board □ Campaign for ice cream begins June 20 in 10 California markets. Ten-second spots use tagline, "Ice cream makes every day a sundae." Spots will run through July 3 in day, early fringe, late

fringe and prime times. Target: women, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

Union Carbide Corp. □ Campaign for Glad snap-lock bags begins this week in 30-40 markets. Flights will vary according to market and will run in all

dayparts. Target: women, 25-54. Agency: Leo Burnett Co., Chicago.

Schoenling Brewing Co. □ Campaign for Little Kings cream ale begins in late May in about 12 markets. Flights will vary according to market and run in all dayparts. Target: men, 18-34. Agency:

AdVantage

Commercial winners. Ten retail establishments were honored for television campaigns or commercials in 15th annual Retail Television Commercials competition co-sponsored by Television Bureau of Advertising and National Retail Merchants Association. Awards were presented last week at 62d annual Sales Promotion/Marketing Conference of NRMA in Montreal. Winners are as follows: markets one to 10, commercial, Saks Fifth Avenue, New York; campaign, Alexander's, New York; markets 11 to 20, commercials, Dayton's, Minneapolis; campaign, Stix, Baer & Fuller, St. Louis; markets 21 to 50, commercial, Joske's of Texas, San Antonio; campaign, Parisian, Birmingham, Ala.; markets 51 to 100, commercial, Magrams, Burlington, Vt.; campaign, Pranges, Green Bay, Wis.; markets 101 and above, commercial, Liberty House, Honolulu, and campaign, Kerrisons, Charleston, S.C.

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Anatomy of account resignation. Leo Burnett Co., Chicago, resigned estimated \$23 million in billings of Kimberly-Clark Corp. after K-C had notified Burnett it was reassigning other billings amounting to \$20 million to Ogilvy & Mather ("In Brief," May 2). Scenario began on April 22 when Neenah, Wis.-based manufacturer apprised Burnett it was switching \$20 million in New Freedom feminine hygiene products to Ogilvy in New York. Burnett shortly thereafter resigned \$23 million from K-C's Consumer Tissue Products, including Kleenex, Delsey and Hi-Dri brands. In an internal memo to its staff, Burnett said it had resigned larger portion of K-C business because "an honest, forthright partnership no longer exists." K-C, in announcing New Freedom reassignment to Ogilvy, cited "irreconcilable differences" as reason for move. Ogilvy has been K-C agency since 1979, handling about \$35 million in billings, including Kotex products. K-C allots about \$80 million to advertising, of which more than half is spent in television.

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Radio blitz. Pocket Books, New York, will embark on heaviest radio campaign in its history this summer to advertise four new titles. Company will spend about \$650,000, largely on radio but also for merchandising and publicity support. Pocket Books has produced general radio commercial which will be used for all four books but appropriate copy will be used for each individual book. Commercials will be carried on ABC's Talknet, CBS Radio and CBS's RadioRadio networks from end of May until Labor Day. Agency is Geer, Dubois Inc., New York.

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Introduction. More than 30 advertising agency media executives attended presentation in New York on new Spanish-language station, w88s-tv Chicago. Hispanic programming began on station last January and is carried each day from 7 to 7:30 p.m. and from 10:30 p.m. to about 2 a.m. From 7:30 to 10:30 p.m., station carries Sportsvision pay TV programming. Barry Weed, national sales director of w88s-tv told agency officials that station now carries more Spanish-language programming than any other station in Chicago. Station is represented by Charles Curran & Co., New York, which also represents nine other Hispanic stations.

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TVB membership high. Total membership in Television Bureau of Advertising has reached record high with addition of eight station members. Bureau membership now includes 528 stations and 48 satellites, 16 station representatives, three television networks and nine program producers-syndicators.

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Moving around. Sears, Roebuck & Co., Chicago, has consolidated about \$35 million in advertising from its Sears Merchandising Group at two agencies. Ogilvy & Mather, Chicago, and Needham, Harper & Steers, Chicago. Losing most of their Sears business are J. Walter Thompson, Foote, Cone & Belding and Stern Walters, Earle Ludgin, all Chicago. Ogilvy has been assigned about \$20 million and NH&S approximately \$15 million. Thompson will continue with Hispanic advertising assignments; FCB will remain as corporate agency for company's financial network and Stern Walters will assume expanded role in advertising for Sears catalogues.

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