



Chambers: signage materials

Ex-Uniqlo man to revamp in-store activity for M&S

Former Uniqlo marketing director Dominic Chambers has landed an interim marketing job at Marks & Spencer on a project to overhaul the retailer's in-store communications strategy. Chambers, who will report to head of internal marketing Wendy Seddon, said that M&S had initiated the project to "redefine its target audience" and would develop signage and display materials targeted at specific lifestyles. The company declined to divulge details.

Chambers has been at M&S for two months, but is on the hunt for a full-time marketing director position. His role as marketing director at Japanese fashion retailer Uniqlo was axed in January along with a number of other departmental directors after the company's no-logo, low-budget clothes failed to meet expectations in the UK. Before joining Uniqlo for its UK launch in 2001, Chambers was marketing director at Warner Home Video.

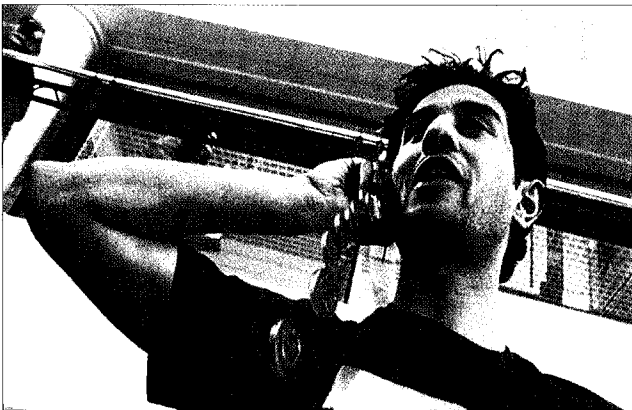
UEFA Champions League targets youth with mag

UEFA Champions League is to unveil a bi-monthly consumer magazine and revamped branding for the competition at the first round draw in Monaco next month. The magazine, *Champions*, will be published by Haymarket Customer Publishing in three languages. One hundred thousand copies will be distributed across Europe, selling at £3.50 and five euros. The first issue goes on sale on September 10. The branding will see the tournament use a more contemporary look, with a star-ball logo in polished silver. The Champions League anthem will remain the same. The identity and magazine are aimed at reaching younger football fans, many of whom are unable to watch the games live on TV due to their 7.45pm (8.45pm CET) kick-off time. The launch coincides with the re-signing of the competition's four main sponsors: MasterCard, Ford, Amstel and Sony PlayStation.

Each will be offered free advertising in the magazine and the chance to publish their own sponsored versions for distribution to clients and guests at matches.

The Link switches strategy to value

**By Ravi Chandiramani**  
The Link, the UK's second-biggest mobile retailer, has changed its marketing strategy to make value for money the lynchpin. The campaign, by M&C Saatchi, features store staff finding the best deals for customers with the line 'We know how to save you money'. It replaces the strapline 'Powered by knowledge', introduced last September to position the firm as the mobile retailer whose staff offer the greatest expertise. Two ads breaking tomorrow (Friday) feature a customer chatting on his phone, unaware that wasted money is pouring from the handset.



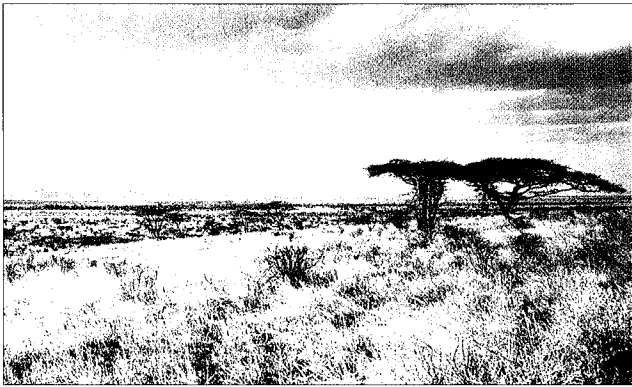
The Link: ad shows phone leaking money because user is on wrong tariff

The customer visits The Link, gets the right deal and the coins are shown rolling back into his hand. The three-week campaign will be followed by a similar burst in the autumn. It forms part of a £7m adspend for The

Link this year. Media is by Walker Media. The Link marketing manager Rachel Hyde said: "Even people who have had a mobile for ten years may be on the wrong tariff. If we can match the best package to customers' requirements, the chances are they will come back to us." The campaign airs as rival Carphone Warehouse turns its attention to its talktalk fixed-line telephone service, taking on BT Together with the telecoms giant's former advertising icon, Maureen Lipman. Phones 4u, the number three in the market, has boosted its annual adspend by one-third from £12m to £16m.

Tourism authorities in fightback after crises

**By Daniel Rogers**  
The US, Kenya and China are gearing up for major marketing campaigns as the travel industry begins to recover from the effects of war, terrorism and SARS. Tourism authorities for, and operators to, all three destinations were finalising the promotional campaigns this week, with a combined spend approaching £100m. The US, whose tourism industry has been depressed since the terrorist attacks of 2001, has a marketing warchest of \$50m (£30.2m) to take advantage of a recent upsurge in interest in US travel. Its tourism body, Visit USA, said web site and phone enquiries had seen "a really marked kick" over the past month. It plans a wide range of activities, possibly under the 'See America' theme. Alan Waddell, Visit USA's director of development for



Kenya: travel warning lifted by Foreign and Commonwealth Office

the UK, said it is not certain what proportion of the grant will be spent on the UK market, but is keen to take advantage of a strong exchange rate and post-war empathy between the two countries. Meanwhile, Kenyan specialist tour operator Somak Holidays expressed delight at the decision by the Foreign and Commonwealth Office

(FCO) to lift the six-week-long warning on travel to the country last week. The warning mentioned an 'imminent' terrorist threat, which grounded direct British Airways flights and cut tourism numbers. Losses to Kenyan tourism totalled more than £18m. Somak and other operators are planning to launch special

offers to kick-start demand, while a BA spokeswoman said the airline would resume operations this week. Operators are lobbying the Kenyan authorities to maximise its budgets for a major campaign stressing the destination's safety. Leading operators to China are also set to pursue aggressive marketing strategies after the FCO gave the country the all-clear last week. The outbreak of SARS in March stymied a promising tourism year. Bales Worldwide, Kuoni and Thomas Cook Signature are preparing initiatives including two-for-one deals and promotional campaigns. The Chinese government is understood to be considering running a multi-million-dollar tourism campaign after estimates that SARS will cause a 50% slump in tourism for 2003, costing £1.15bn.



**The Experience Corps, the Home Office-backed scheme to encourage people to become involved in voluntary work, is launching its first TV ad. The ad predominantly targets men aged 55-plus who are not in full-time employment. The 50-second commercial shows a man sat in his armchair watching TV. He feels isolated from the outside world and lacks direction until he is told by a voiceover to call the Experience Corps number. The strapline is 'Experience Corps. You have trained for it all your life'. The ad will initially be shown in the North of England this month. If successful it will be rolled out nationally. Creative is by Saatchi & Saatchi, with media planned by Manning Gottlieb OMD and bought by COI Communications through XYZ.**

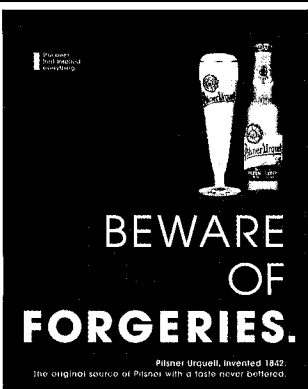
TUI backs online Budget Holidays with £2m activity

**By Daniel Rogers**  
TUI Thomson, the UK's biggest travel group, is ploughing £2m into promoting its online operator brand Budget Holidays over the next two months with activity including guerilla marketing stunts. The campaign is TUI's biggest marketing campaign since backing Lunn Poly at the start of the year. Campaigns manager Chris Meeke is using a combination of price-led ads, guerilla marketing and online promotion to build the brand, which he believes can become the easyJet of package holidays. "We want Budget to become the internet holiday company. It's smart rather than cheap," said Meeke. TUI created Budget Holidays in the spring (*Marketing*,



Budget: luggage labels campaign

March 6), but the planned marketing campaign was delayed due to the slump in travel at that time. Now TUI is ready to back the brand with a guerilla marketing campaign through Cunning Stunts. It will see giant baggage labels hung on famous landmarks around the country and across high streets.



Pilsner Urquell: £30m global spend

Pilsner Urquell brings global ad campaign to UK

Pilsner Urquell is plotting its first assault on the UK lager market since it was bought by SABMiller four years ago by bringing its global advertising campaign to the UK for the first time. SABMiller is committing £2m of its global £30m marketing budget to the UK, with most media selected according to its proximity to trendy London bars and clubs. The campaign, by Leagas Delaney, aims to remind drinkers that Pilsner Urquell was the world's first golden beer, and imply that all subsequent brands are merely imitations. The theme is 'The original Pilsner with a taste never bettered'. It will run in cinemas, on posters and in the press. The broadcast ads aired in other parts of the world last year, but the print executions will be seen first in the UK. Media planning and buying is by Mediaedge:cia. Pilsner Urquell, was bought by South African Breweries in October 1999 for £420m.

The Tote selects Fitch: London to work on identity

The Tote has appointed Fitch: London to create a consumer brand proposition so it can compete effectively with other betting organisations when it is privatised next year. The Tote, the government-owned bookmaker, is bracing itself for one of the biggest upheavals in its 75-year history next year, when it is likely to lose its monopoly on pool betting at all 59 UK racecourses. The loss of this advantage means The Tote has to develop a stronger identity to compete more effectively with online and offline bookmakers, such as William Hill and 365.com (*Marketing*, June 19). Fitch: London has been charged with reviewing the name of the organisation, its brand architecture, the look and feel of the Tote and its tone of voice. Earlier this year The Tote hired College Hill Associates, its first corporate PR agency, to distance it from the corruption allegations that have been attached to horseracing recently, and to position it as the sport's biggest supporter. The Tote is the UK's biggest commercial sponsor of horseracing.