

Advertising Age

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TODAY'S NEWS

Microsoft begins Windows 95 push: Microsoft Corp., Redmond, Wash., on Saturday will begin in-store promotions for Windows 95, the operating system that goes on sale Aug. 24. Major retailers will begin accepting orders for Windows 95, which will sell for about \$109, this weekend. The "Coming Soon" promotions will include in-store posters and automated personal-computer demos of the software at such chains as Wal-Mart Stores, Best Buy and CompUSA.

501 reasons: Levi Strauss & Co. this month launches an estimated \$45 million campaign presenting 501 irreverent and humorous reasons to squeeze into tight-fitting 501 jeans. (Reason No. 002 "That's a dangerous place to put a zipper"; Reason No. 007, "In Prague, you can trade them for a car.") Sporting a new circular logo, the campaign includes many new-media vehicles, including alternative "zine-type" publications such as *Blaster*, painted walls in 29 markets and projected graphics in five markets in addition to traditional network and cable buys. Foote, Cone & Belding, San Francisco, handles, but for the first time, U.S. television includes two spots from Levi Strauss' European agency, Bartle, Bogle, Hegarty, London. The Hispanic executions, from Mendoza Dillon y Asociados of Newport Beach, Calif., for the first time are a direct translation of the general campaign.

Goodbye getting Starbucks? Starbucks Coffee, Seattle, expected to announce its selection of a new agency later this week, is believed to have selected Goodby, Silverstein & Partners, San Francisco, for its \$7 million account, formerly at EvansGroup, Seattle. Neither client nor agency was available for comment. Other finalists were BBDO and Ketchum Advertising, Los Angeles, and Hal Riney & Partners, San Francisco.

Coke most valuable brand: Coca-Cola is again the world's most valuable brand in *Finan-*

cial World's annual valuation and ranking of brand names. The soft drink also came out on top in 1994. Philip Morris Cos.' Marlboro remained No. 2 but IBM roared into third place, from No. 282 a year ago. *Financial World* credited the computer marketer's decision to intensify marketing efforts promoting the brand name last year. Rounding out the top five were Motorola and Hewlett-Packard. The second five was led by Microsoft, followed by Kodak, Budweiser, Kellogg and Nescafe.

Off with the swimsuits: Viewers of the Miss America telecast Sept. 16 who dial a "900" number can vote on whether the contestants should parade in swimsuits. Leonard Horn, CEO of the Miss America Organization, said if the vote is against swimsuits, another type of competition will be substituted in the slot just before the final judging.

EDS nets the Web: General Motors Corp.'s Electronic Data Systems (www.eds.com), Plano, Texas, today introduced a line of Internet services for business. Services include designing applications, creating electronic commerce payment systems and managing online programs over EDS' global digital network.

NPD offers web monitor: NPD Group, a Port Washington, N.Y.-based market research company, said it has developed a way to monitor personal computer activity with a device called PC-Meter. The device, similar to the Nielsen system of tracking television viewing habits, monitors consumers' traffic on Internet's World Wide Web as well as measures time spent on online services, e-mail and forums. Currently, the PC-Meter is installed in 500 households.

People moving

Dick Anderson to executive creative director at Compton Partners, Saatchi & Saatchi, New York, from exec VP-creative director at Saatchi & Saatchi Advertising, replacing Steve Jankowski, now at Campbell Mithun Esty, Minneapolis...Serge Del

Grosso to media director for the marketing communications department of Nynex, New York, from senior VP-media group director, Young & Rubicam...Arthur D'Angelo, 43, to chief financial officer for Bates Worldwide, New York, an expansion of his current duties as chief administrative officer, Bates North America...Grant A. Getz to Cleveland account manager for *Business Week* from area advertising manager for *Nation's Restaurant News*, Cleveland...Todd Garrett, 53, to group VP, Procter & Gamble Co. and president-worldwide strategic planning, beauty care products, P&G Worldwide, from VP-worldwide strategic planning for the unit. Also, Jacobus Groot, 44, to group VP, P&G and president-Asia, North, P&G Asia, from regional VP for the area...Karen Lothrop to associate media director, W. B. Doner & Co., Boston, from media supervisor...Morris McWilliams to director of eastern advertiser sales for Action Media Group, New York, from account exec, Premier Advertiser Sales, New York...Eli Belil to national advertising director, Games Publishing Group, Boston, from marketing research director at Scholastic Inc., New York.

Van de Kamp's sold: Pillsbury Co., Minneapolis, sold Van de Kamp's frozen seafood--including a small frozen dessert business--for \$190 million to private investors organized by San Francisco-based Dartford Partnership. Van de Kamp's was first purchased by Pillsbury in 1984, then sold to Whitman Corp. in Oct. '89 and spun off as part of Pet Inc. to Whitman stockholders in April '91. Pillsbury regained Van de Kamp's when it acquired Pet last February. Van de Kamp's Agency is D'Arcy Masius Benton & Bowles, St. Louis.

Trib sells Calif. papers: Tribune Co. Chicago, said it will sell its California newspaper subsidiary, Times Advocate Co., to South Coast Newspapers, a unit of Howard Publications. It includes two daily newspapers, the *Times Advocate* in Escondido and *The Californian* in Temecula, and one weekly newspaper, *The Enterprise* in Fallbrook.

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Toyota Sponsors TV Trivia Test on CBS On PRODIGY

Toyota is sponsoring the CBS TV Trivia Test on CBS On PRODIGY. Tied to the new Toyota Tacoma pickup as the "Atlas" of compact trucks, the interactive test features questions on classic TV. The CBS TV Trivia Test also includes a direct link to a Toyota area on PRODIGY where subscribers can view photos and learn about the Tacoma, as well as the complete line of Toyota vehicles.

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