

The week in marketing



Littlewoods £3.3m cross-media summer fashion campaign

Littlewoods in launch

Littlewoods, part of the Shop Direct Group, has kicked off a summer fashion push across TV, print and online to encourage consumers to shop online with the brand. The 'Whoever you are, shop your way at Littlewoods.com' campaign is being supported by a £3.3m investment.

SABMiller ad hiring

SAB Miller has appointed The Bank to handle its global ad accounts for Grolsch and Pilsner Urquell. The agency, which was already the incumbent agency on the brewer's Peroni Nastro Azzurro business, won the work without a pitch.

Ribena axes juice line

GlaxoSmithKline is discontinuing its Ribena 100% Pure Juices brand just one year after its launch, which was supported by a £5m marketing investment. GSK now plans to focus on the core Ribena squash brand.

Cipriani tackles style

England rugby star Danny Cipriani is



fronting an ad campaign for fashion label Eden Park's Spring/Summer collection. The London Wasps fly-half has signed a six-month deal.

IKEA to post mag

IKEA is to stop handing out its customer magazine *IKEA Family Live* in stores in favour of distributing it only through direct mail following a review of its advertising sales. Publicom will now handle the title's advertising and insert sales, taking over from Mongoose Media. The distribution will change from the Autumn issue.

MySpace movie deal

Warner Bros is promoting its film *Observe and Report* via MySpace. The social networking site is the official partner of this week's UK premiere of the film and is offering users the chance to win tickets to the screening and after party.

Chicago Town push

Chicago Town has launched a £2m campaign aimed at aggressively communicating the message that its frozen pizzas are tastier than those of delivery chains Domino's and Pizza Hut. Focusing on its Takeaway range, the TV push, broke on Friday. It offers

Flora's Marathon swan song

The final Flora-sponsored London Marathon will take place this Sunday, ending the 14-year association with the event.

From 2010, the race will be sponsored by Virgin Money, which agreed an £18m sponsorship deal last year.

Flora's 2009 marathon campaign includes a dedicated website where runners can share stories and photos of past experiences. In 2008, more than 34,000 completed the race.

Other sponsors include Vittel, Fuller's and Adidas.

Fuller's is pushing its association through 'Marathon Kits', which include a drinks voucher and fleece. Its pubs along the marathon route will have London Pride-branded 'cheering areas' for spectators. Its campaign, created by DCH, also includes national press and posters.

Ed Kemp on sports marketing at marketingmagazine.co.uk



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Cipriani six-month campaign for Eden Park fashion label