Agency puts on a samovar for Gorby

As New York's traffic was brought to a complete standstill (or Gorby Gridlock, as the papers called it) by the visit of Mikhail Gorbachev to the Big Apple, one Madison Avenue advertising agency took out a full page ad in the New York Times, offering its services to the Politburo — in Russian.

Messner Vetere Berger Carey Schmetterer Advertising (which they didn't try to translate into Russian) told President Gorbachev in his mother tongue about the various successful campaigns they had worked on — including Ronald Reagan's and George Bush's.

"If reports are true that perestroika is extending to free elections, you might be interested in our ability to handle re-election campaigns," the copy coyly read.

Incidentally, the agency pointed out, Gorbachev had already starred in one of its campaigns (for George Bush) and they owed him "a pretty substantial sum of money in talent payments. So drop by. The vodka's on ice. 'he caviar's ready. And the check's (sic) been drawn".

Luckily, an English transla-

Secretary General
Gorbachev.
Приглашение
последовать
совету газеты
The Washington Post:
посетить
наше рекламное
агентство.

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Messner Vetere Berger Carey Schnietterer

Russian ad: Gorby offer

tion was provided, for any non-Russian speaking readers.

DIGEST

Murdoch to launch older women's mag

Murdoch Magazines has announced a new magazine for older women, to be launched in spring. Mirabella will be edited by Grace Mirabella, 58, who was editor-in-chief of American Vogue until June, when she was replaced by Anna Wintour.

Mirabella will be aimed primarily at career work en over 30— "the reader Vogue abandoned ten years ago", according to John Evans, president of Murdoch Magazines.

Burger King gets another new boss

■ C Donald Dempsey has been named as Burger King new marketing director. He takes over from Andrew Lavely, who was only appointed in March.

Lavely was asked to resign, according to a company spokesman: observers said this was due to the failure of a promotion called Triple Jump Checkers, in which the company was offering \$140m in prizes.

Chrysler appoints new opinion tester

■ The Chrysler Motors Corporation has appointed Laurel Cutler, vice-chairwoman of FCB/Leber Katz Partners, as its new vice-president for consumer affairs. Cutler is Leber Katz' director of marketing planning: she will continue to fulfil those functions, while at the same time advising Chrysler on how the company and its cars are perceived by the public.

New rival for TV's big three?

■ ABC, NBC and CBS could face a new rival next year, if plans to form a new national TV "network" get off the ground. The scheme involves independent TV stations across America selling their advertising air-time as a group, while still showing different programmes — unlike the existing national networks, where the same programmes and ads are run at the same time.

... and the smell of the crowd

The World Wrestling Federation has licensed the Ranjilor Development Corporation to produce an as yet unnamed scent for women wrestling fans. The perfume will be launched in autumn 1989.

Edited by Martin Croft

Seagram to drop 25 spirits brands

Joseph E Seagram & Sons is to stop making and marketing some 25 of the 48 distilled spirits brands it sells in the US.

Although the brands make up more than half of the company's spirit portfolio, they contributed only four er cent of operating profits last year.

Seagram will be giving up US marketing rights to four brands made by other companies and six brands it produces itself, including 100 Pipers Scotch and Burnett's Gin.

A Seagram spokesman said that a similar review would be done early in 1989 for the company's operations in Canada, France and Britain, as well as for its US wine companies.

Customer care?

ANYONE ELSE JUST ISN'T

BUSINESS COMMUNICATIONS

Contact John Davies at CRICKET COMMUNICATIONS Lth 10 Neal's Yard, Covent Garden, London, WC2H 9DP, Tel: 01-379 6006

Displaying the goods

US shoppers have learnt to take in their stride the canned music and information on the latest special offer which have become part and parcel of their weekly visits to the local supermarket.

But now comes something they may find harder to ignore — the VideOcart.

Invented by a company called Information Resources Inc, VideOcart is a shopping trolley with a computer display unit on its handles.

The display can be programmed with information like the weather, horoscopes, movie reviews and the latest hot news on TV soap operas. It can also carry information on the items the store carries, and paid advertising for various products.

As shoppers move through the store, electronic triggers in different locations cause the screen to display a message about the products being passed.

IRI is testing the carts in Chicago, and will be introducing them in Atlanta and Los Angeles next year.