

# BRANDWEEK

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## New Products

### BLACK & DECKER INVADES KITCHEN

By Shannon Stevens

Looking to cut a swath across the kitchen appliance market, Black & Decker will launch Kitchentools, a brand of high-end small appliances, with some \$3 million in media September through Christmas. Black & Decker designed the new line to go up against premier brands like KitchenAid, Cuisinart, Waring and Braun, and an aggressive ad push will slam other products for specific shortcomings.

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## EXCLUSIVES

### RIISING SONNIST

Lykes Ponce calls *Sonist* prices out of line to challenge *Tropicana* in premium OJ segment. See page 3.

**KIDDY** Blockbuster kicks off kids package promo, with \$2M across summer. See page 3.

**A LEE OF THEIR OWN** V Corp.'s Lee unit to use WNBA sponsorship to underlay summer ad push via co-marketing promo program with department stores. See page 4.

### TAKING BACK

**WHAT'S HIS** Martha the Cat assumes more prominent role in *Heinz*' new 9-Lives packaging, upcoming ads. See page 3.

**OF COURSE, ALL HOMES COME WITH HOOPS** NBA calls elite non-credit financial services sponsor in mortgage giant *Freddie Mac*. See page 5.

**HINTY FRESH** Warner-Lambert's *Cerib* leads rush into *Ataloids* "powertrain" turf. See page 8.



## Meet the SPRINT-STONES

*Sprint Negotiating \$5-6M Link with Rockers' Tour*

**Sponsorships** By Terry Lefton Sprint is close to signing as sole presenting sponsor of the Rolling Stones upcoming North American tour, continuing the No. 3 long-distance company's strategic shift towards more interactive consumer promotions under new marketing vp Jerry Gramaglia. Sources familiar with the negotiations said the parties are in final negotiations on a \$5-6 million deal for promo rights to the 30- to 40-city tour of the U.S. and Canada starting in September.

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## Regulation

### GRINDING GEAR

#### Calif. Could Shutter Bud Continuity Promo

By Gerry Khemouch

State regulators in California have been scrutinizing a big lack of continuity program launched by Anheuser-Busch under the name "Bud Gear" out of concern that it may stimulate overconsumption. Arizona A-B wholesalers and other industry sources were not ruling out the possibility of a cease-and-desist order against the month-long program, which urges consumers to "Buy the Beer. Get the Gear."

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## BRANDWEEK FEATURE

### PRODUCT PAMPERING

Major-appliance makers have been rethinking their new-product efforts. The resulting feature-rich machines are giving them something else to sell besides price. See page 28.



the 30 – to – 40 – city tour of the U.S. and Canada Starting in September. Sprint would get tie-in rights to the accompanying album release, slated for August or September, and use of the Stones name and likenesses, footage, tickets, hospitality, off-stage venue signage and merchandise. Tickets would either be dangled in a promo to lure new customers or as a way to reward current customers with advance offers on prime seats, a la AmEx's Gold Card program. One outside possibility involves tying the tour to Sprint's \$24 million a year NFL sponsorship via a Super *Bowl* halftime show or one during Super Bowl week in San Diego, near the end of the U.S. tour.

Anheuser-Busch paid around \$6 million to sponsor the Stones' "Steel Wheels" tour in 1989.

Gramaglia and Sprint sponsorship director Mike Goff refused to comment on the talks, being negotiated through EMCI, Stamford, Conn., and Sprint promo agency Clarion/Performance Properties, Greenwich, Conn. The link would neatly fit Gramaglia's efforts to create more relevant access points with consumers (*Brandweek*, June 9). "Gramaglia would rather spend money on this, because he thinks it gets Sprint the audience he wants quicker and more directly than a huge brand campaign," said one marketer involved.

Aside from the price, still being negotiated last week were phone card rights and the Stones' cooperation in a TV spot with Sprint spokeswoman Candace Bergen. The Stones are also trying to sell a traveling theme park that would travel to venue cities, much like the NFL Experience that resides in the host Super *Bowl* city each year. A raft of ideas are being floated as promo tie-ins for the sponsorship, including a retail element at Sprint's Radio Shack boutiques. Sprint also hopes to showcase its Web capabilities via Internet simulcasts, along with more standard Web site fan fare.