

# The New York Times

## People and Accounts of Note

By THE NEW YORK TIMES

### **Eric Danetz joined Brand Connections, New York, as vice president for media sales. He had been vice president for worldwide sales and marketing at Ziff Davis Media, New York.**

Christina Albee joined CondéNet, New York, as associate publisher at Style.com and Men.style.com. She succeeds Jeff Lundwall, who left, the company said, to start a recruiting firm specializing in advertising sales positions. Ms. Albee had most recently been New York advertising director at InStyle and associate publisher at InStyle Weddings, both part of the Time Inc. unit of Time Warner. CondéNet is part of the Condé Nast Publications division of Advance Publications.

A team of students from the University of Minnesota-Twin Cities won the 2007 National Student Advertising Competition at the American Advertising Federation's national conference in Louisville, Ky. The team won first place for an integrated marketing campaign created for Coca-Cola, which carried the theme "Together" and sought to stimulate sales among younger consumers. AOL, part of Time Warner, announced at the conference that it would sponsor the student ad competition next year.

The Anthology Marketing Group, Honolulu, was formed by McNeil Wilson Communications and its sibling, Laird Christianson Advertising, after their acquisition of Starr Seigle Communications. Dennis Christianson, president at Laird Christianson, becomes chief executive at Anthology, which will have four divisions: McNeil Wilson, Laird Christianson, QMark Research and StarrTech Interactive. Starr Seigle was absorbed by Laird Christianson and Starr P.R. was absorbed by McNeil Wilson.

The Apple Inc. "Get a Mac" campaign won the Grand Effie at the 39th annual Effie Awards show, presented by the New York chapter of the American Marketing Association, which recognizes creative ideas that are effective in the marketplace. The campaign is created by the TBWA/Chiat/Day office located in the Playa del Rey section of Los Angeles; TBWA/Chiat/Day is part of the TBWA Worldwide division of the Omnicom Group. The media agency for the campaign is OMD, also part of Omnicom. The agency that won the most Effies, 11, was Leo Burnett, part of the Publicis Groupe, followed by JWT, part of the WPP Group, with 9 and DDB Worldwide, part of Omnicom, with 6.

Robert Birge, chief marketing officer for the sports and entertainment group at IMG, New York, was promoted to worldwide chief marketing officer, a new post.

Josh Chasin and Marvin J. Pollack joined comScore in new posts. Mr. Chasin becomes chief research officer, based in New York; he had been principal of his own company, Warp Speed Marketing, New York. Mr. Pollack becomes senior vice president for marketing communications, based in Chicago; he had most recently been vice president for corporate communications at Océ North America, Chicago.

Chris Colborn, executive vice president and worldwide creative director at R/GA, New York, part of the Interpublic Group of Companies, was named to a new post, chief experience officer, while continuing as an executive vice president.

Michael Davies joined 360JMG, Washington, as managing director for the political practice group. He had been executive director at the Democratic Legislative Campaign Committee.

Brad Emmett rejoined DeVito/Verdi, New York, as a creative director. He had most recently been vice president and group creative director at Cliff Freeman & Partners, New York, part of MDC Partners, and before that was an art director at DeVito/Verdi. Two other employees from Freeman have joined DeVito/Verdi: James Maravetz, a copywriter, and Sherrod Melvin, an art director. Advertising spending last year in print media aimed at gay men and lesbians totaled a record \$223.3 million, a 5.2 percent increase compared with 2005, according to the annual Gay Press Report survey published by Prime Access, New York, and Rivendell Media, Mountainside, N.J. Of the brands sold by the Fortune 500 companies, 183 had a presence in gay print-media outlets in 2006, the survey reported, compared with 19 in 1994.

Mireille Grangenois joined Burson-Marsteller, New York, part of the Young & Rubicam Brands unit of the WPP Group, as managing director in charge of the multicultural practice, a new post. She had most recently been vice president for advertising at The Baltimore Sun, owned by the Tribune Company.

The Grey Group is the new name for the Grey Global Group unit of the WPP Group. The Grey Worldwide division is now Grey. Amy Hassler joined Character, Portland, Ore., as business development manager, a new post. She had been executive producer in the advertising division at Rhythm & Hues, Los Angeles.

Stephen Howe, senior vice president for advertising in the Americas at The Financial Times, New York, was promoted to president for the Americas. He succeeds Robin Johnson, who was recently named chief executive at Financial Times Search. The Financial Times is part of Pearson.

Ikea U.S. won the top honor, outstanding commercial, at the third annual Images in Advertising Awards ceremony, presented by the Commercial Closet Association. The commercial was created by Deutsch, New York, part of the Interpublic Group of Companies. The spot featured actors portraying members of diverse families, including a family composed of an African-American man, an Asian-American man and their daughter. Other honorees included Mitchell Gold and Bob Williams furniture, Lufthansa, Nokia, Subaru of America and Time magazine.

Kelliher Samets Volk opened an office in Boston, to be staffed by three new employees. Kim Borman will be managing partner at the office, after serving most recently as account service director at Toth Brand Imaging, Concord, Mass. Doug Chapman and Spencer Deadrick will be partners and executive creative directors at the new office; they had worked at Boston agencies that included Allen & Gerritsen and Hill, Holliday, Connors, Cosmopolus, part of the Interpublic Group of Companies. Kelliher Samets Volk is based in Burlington, Vt., and also has an office in New York.

MMB, Boston, won the \$100,000 grand prize in the 16th annual Radio-Mercury Awards competition, sponsored by the Radio Creative Fund, a nonprofit corporation financed by the radio industry. The agency, which had never entered the competition before, won for "Badonkadonk," a humorous commercial for the Subway chain of sandwich shops. The winner in the category of 30-second commercials was the Martin Agency, Richmond, Va., part of the Interpublic Group of Companies, for a spot for Geico, owned by Berkshire Hathaway. The public service announcement award, which is accompanied by a \$2,500 donation to a charity of the winner's choice, went to Kirshenbaum Bond & Partners, New York, part of MDC Partners, for a spot for the Advertising Council's adoption campaign. The student award was presented to Creative Circus, Atlanta.

Matthew Pollock joined Sapient, Cambridge, Mass., as creative director in the experience marketing practice, a new post. He had been vice president and creative director at Digitas, Boston, part of the Publicis Groupe.

David Rolfe rejoined Crispin Porter & Bogusky, Miami and Boulder, Colo., as vice president and director for integrated production. He had been senior vice president and director for content production at the Chicago office of DDB Worldwide, part of the Omnicom Group, and before that was instrumental, the agency said, in forming the integrated production department. Crispin Porter is part of MDC Partners.