



The Biz

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NewsWire



HYUNDAI DRIVING TUCSON WITH \$50M IN SUPPORT

FOUNTAIN VALLEY, CALIF.—**HYUNDAI** supports its new SUV, **TUCSON**, with a \$50 million youth-skewing TV, print and outdoor effort launching next month. The campaign, via The Richards Group, Dallas, and Carat Group, New York, includes three TV spots touting vehicle versatility. Tag: "Perfect for whatever, whenever." Besides a network and cable buy, a media deal with ABC/ESPN puts the ads on ABC's *Monday Night Football*, ESPN's *SportsCenter* and ESPN Classic channel. At ESPN Zone restaurants, wait staff for a limited time will wear Tucson jerseys and customers get Tucson BRC cards with their bills. A sweepstakes and multifaceted in-theater exposure augments.

CADILLAC HITS THE ROAD AS STS 'ROCKS' ITS RIVALS

DETROIT—An integrated campaign, including a six-week nationwide tour, helps **CADILLAC** push **STS**, its **SEVILLE** replacement. First ad, via Chemistri, Troy, Mich., broke last Friday. The 60-second spot, "Party Crashers," is the first Caddy commercial showing competitive vehicles. It has STS going against rivals like **BMW** and **MERCEDES**, depicting the Euros as ballroom dancers vs. STS' rock 'n' roll mantra. Tag remains: "Break Through." Now through November, 20 STS cars will visit office buildings, malls and sponsored events in the U.S.

WAL-MART HOSTS UPFRONT FOR TV ADVERTISERS

BENTONVILLE, ARK.—**WAL-MART** and **PREMIER RETAIL NETWORKS** this week will host a "2005 Upfront" presentation for Wal-Mart TV that is expected to attract 400 people and 150 potential advertisers to its Arkansas headquarters. Current sponsors, including **UNILEVER**, **PROCTER & GAMBLE**, **CANON** and **FRITOLAY**—plus potential new advertisers—will hear on Sept. 21 about technical advances in the network, new programming and ad packages. Wal-Mart TV reaches 100 million shoppers each week, placing it just behind the three major broadcast networks in reach. Good advertiser news: Wal-Mart rates will stay the same in '05.

McBride (Hall)marks V-Day; 3 Left Standing for *Survivor*

FOLLOWING on the heels of a similar deal with James Taylor, Hallmark will fete Valentine's Day with a special CD from country singer Martina McBride available only at Hallmark Gold Crown stores.

Though Hallmark has partnered with artists such as Taylor (he'll do this year's Christmas CD), Natalie Cole and Tony Bennett for the holidays, this is the first such effort for Valentine's Day, said Ann Herrick, integrated marketing manager. "We went to our core consumers and asked what artists they're connected with," she said. "Martina was on the top of the list." Herrick said the CD may draw new fans to the store, too. "It's to drive new consumers in, Martina McBride fans that may not currently shop in the store," she said. To cajole them to buy more than the CD, Hallmark will sell it for \$6.96 with the purchase of three cards. Otherwise, the CD is \$10.96.

The effort will be promoted with radio ads and e-mails to Hallmark's 12 million persons database. Print, via Leo Burnett, Chicago, may also be in the mix, Herrick said. McBride's label, RCA, may have the artist participate in a syndicated radio show around the release.

Teri Brown, owner of TBA Network, Tarzana, Calif., which brokered the deal, said recording artists get a significant push through such programs. "[Hallmark has] a huge database and a customer that would not go to your traditional record stores," Brown said, while record companies "can't afford to spend that kind of money" on promotion.

They Will Survive

THE TRIBE at CBS has spoken. This season of *Survivor* will have three major tie-in sponsors: RadioShack, Pontiac and Procter & Gamble. *Survivor: Vanuatu*, which began last week, will include placement for the latter two.

Fall 2004 marks Pontiac parent General Motors' ninth season with the show. Chris Simon, evp-network sales for CBS, said the G6—which drew free ink from *Oprah's* audience giveaway last week—will be seen on the show, though he declined to say how. *Survivor* will showcase "numerous brands throughout the P&G family," he said.

Regal's Cliffhanger

IN A MOVE that could spread to its 600-theater network, the Regal Entertainment Group is testing Saturday morning movie matinees for families. On Sept. 25, six theaters in its Regal, Edwards and United Artists chains will present the animated *Tonka Tough Truck Adventures: The Biggest Show on Wheels*. At the events, kids can play with the Hasbro trucks in the lobby and win Tonka toy baskets. Tickets are \$5 for kids, 25 cents for adults.

"We have a very good Friday/Saturday/Sunday business, but we're trying to develop programs for [less-busy] times," said Ray Nutt, evp of Regal CineMedia, which develops business opportunities for the network. "We see this as a scalable, sustainable program." The matinees may roll-out nationally by early '05.

For the test, Regal chose theaters in six markets: Irvine, Calif., Englewood, Colo., Chamblee, Ga., Lincolnshire, Ill., Bellingham, Mass., and New Rochelle, N.Y. The events will be promoted via trailers, counter cards, banners and other collateral.

Closing Credits

ABC FAMILY will promote two series reruns it picked up from Warner Bros.—*Smallville* and *The Gilmore Girls*—with one-hour specials in which cast members reminisce about highlights of the past few seasons. Support includes a "very significant" print, outdoor and online effort, said John Rood, vp-brand marketing. E-mail: bebenkamp@brandweek.com



Card dealer: McBride (top) to sell CD at Hallmark; ABC Family puts *Smallville* into orbit (below).