



## **In Brief**

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### **BMW and Mini account, Virgin Radio, IAB, I-Level, Naked, IPA Effectiveness Awards, DGM, Brooklands, and Ink Publishing. PHD wins BMW and Mini media planning pitches**

PHD has been chosen to handle the media planning for both BMW and Mini, while Vizeum will continue to work on buying for the pair, worth around £36m. Zed Media has retained the £2m online media account for both.

### **New strategic role for Saxton at Virgin Radio**

Former-PHD business development director Kathleen Saxton is to join Virgin Radio to take on a major new strategic role, reporting directly to new chief executive Fru Hazlitt. It comes shortly after Hazlitt's appointment to the top job replacing former CEO John Pearson, as part of changes at the station and alterations to its staff structure.

### **VIPs sign up to Internet Advertising Bureau conference**

Some of media's leading international VIPs will address a keynote conference, Engage 2005, organised by the Internet Advertising Bureau, on the "explosive" potential of internet advertising at the Radisson SAS Portman Hotel, London, on 27 October. They will be Microsoft chairman Bill Gates, WPP chief executive Sir Martin Sorrell and directing legend Lord Puttnam.

### **I-Level expands offices to accommodate new staff**

Digital media agency I-Level has expanded into new offices at its base at Strutton Ground, near Westminster, to make room for its expansion of staff from 55 to 80 since January. It includes a growth in its agency's search division – now an eighth of its entire operation. New business wins this year include BBC, BSkyB and the AA.

### **Naked lands Science of Aliens exhibition**

After a four-way pitch, Naked Communications has been appointed by Science and Media LLP to help develop the brand identity and communications strategy for the Science of Aliens exhibition, which opens its doors at London's Science Museum on October 15. The multi-media campaign, developed by Naked and creative agency Odd, will break on 3 October and is targeted at young families and adults.

### **Agencies make shortlist for IPA Effectiveness Awards**

Three agencies, Walker Media, BLM Media and Feather Brooksbank have been shortlisted for the 2005 IPA Effectiveness Awards. Walker was shortlisted for First Choice's sponsorship of I'ma Celebrity, Get Me Out of Here; BLM for Roundup Weedkiller's "Making a Killing" and Feather Brooksbank for Silentnight's "My First Bed" launch.

## **Dgm teams up with Match.com**

UK top independent online marketing group, dgm, has signed an exclusive 12-month partnership with leading dating agency Match.com. The deal will enable advertising inventory via online advertising network dgmAdNetwork, which covers 43% of the UK population.

## **Brooklands launches Property Ladder**

Property Ladder, the TV show for novice property developers, has been launched as a consumer magazine, published by the Brooklands Group. The 164-page monthly title, £2, features presenter Sarah Beeny as associate editor and is aimed at an ABC1 readership.

## **Ink Publishing wins hat trick of appointments**

Leading global inflight magazine publisher Ink Publishing has pulled off a hat trick by being appointed to produce the onboard mag for SN Brussels Airlines' medium and long-haul routes. It now has inflight magazine contracts with all three major Belgian airlines. The other two are Virgin Express and VLM Airlines.