

CALENDAR

BMA/CHARLOTTE, N.C.

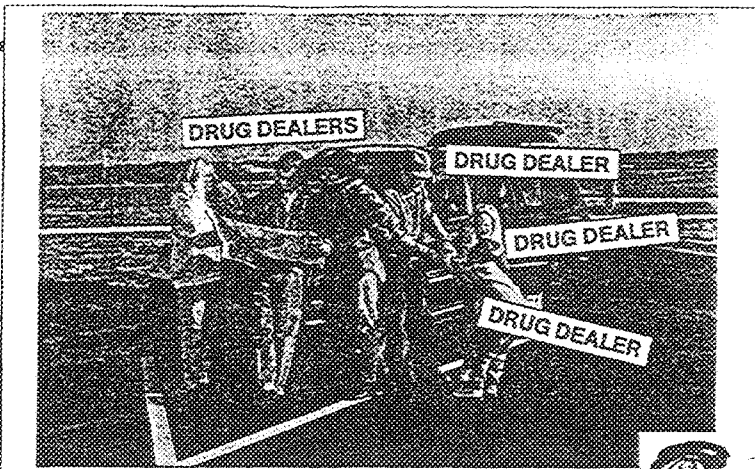
Richard Rosen of Rosen/Brown, a direct marketing and advertising agency in Portland, Ore., will address the Business Marketing Association of the Carolinas at a dinner meeting at the Hilton Executive Park. Fees: \$20, members; \$30, guests. Info: (704) 366-0378 FEB. 17

AD SEMINAR/ATLANTA

Dr. Dwight Brooks of the Henry Grady College of Journalism at the University of Georgia will lead a seminar designed for advertising agency executives. The session will focus on diversity, culture and perspective in the formulation of effective advertising and management at the Atlanta Botanical Gardens. Fee: \$50, including breakfast. Attendance is limited to 50. Info: (706) 542-5890 FEB. 19

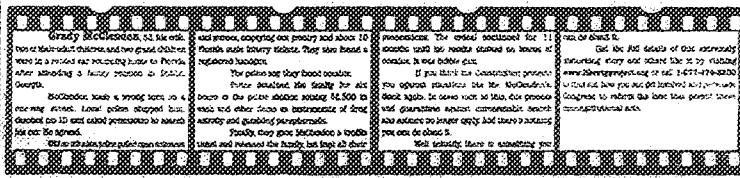
MARS/ATLANTA

The Magazine Advertising Representatives of the South (MARS) will host its annual media panel, featuring four representatives from the agency side. The event, set for Magianno's Little Italy in Atlanta, will begin at 11:30 a.m. Info: (770) 579-0027 FEB. 26



"It could never happen to me."

www.libertyproject.org



Mistaken identities: Williams Whittle Associates' print and outdoor series for The Liberty Project re-creates illegal search and seizures by law enforcement agents.

With Liberty and Justice for All, Pleads Print Campaign

By Jim Osterman

ATLANTA—Williams Whittle Associates will break a print and outdoor campaign on behalf of The Liberty Project in March. The work aims to inform people about the abuses of power the Federal government has committed in the course of fighting the drug trade and organized crime.

The Liberty Project was founded in 1997 to preserve civil rights and push for reforms in laws that allow Federal agencies enforcement powers with little accountability. Not surprisingly, there have been abuses, and those form the crux of the Alexandria, Va., agency's work.

The first ad that will break, "Toe Tag," shows the bare foot of a corpse in a morgue. The tag goes beyond identifying the deceased, telling the story of how a man named Donald Scott died when Federal agents mistakenly broke into his house thinking he was a drug dealer. In the course of the incident, Scott was killed. The final line reads: "Unlike Donald, the police are alive and well today."

"There were so many examples we could have used in the campaign," said creative leader Kai Fang. "The idea behind the laws is to get drug dealers off the street, but what do

you say to that man's wife? Good intent, bad aim?"

Other print pieces tell similar stories. In one a man buys a \$24,000 boat, only to have it seized during a drug raid. After agents had wrecked the ship beyond repair in a fruitless search for contraband, the buyer had to sell it for scrap, with no recourse. Another ad talks about a family whose SUV, money and possessions were seized while on vacation and held for weeks, again by mistake.

The ads were set to break at the beginning of the year when Rep. Henry Hyde was to introduce a bill to make law enforcement authorities more accountable for their actions. That was postponed by Hyde's prominent role in the impeachment trial of President Clinton.

With the bill now scheduled to be introduced in early March, the agency will mount outdoor messages around airports used by legislators flying in and out of Washington, D.C. There will also be spot newspaper buys in communities with voter bases sympathetic to the client's cause.

Credits go to agency creative partner Cathy Seay and Fang, who served as art director and copywriter. ■

JWTSC Gets To Sing Praises Of Aloe Lu Ya

By Glen Fest

DALLAS—JWT Specialized Communications has been assigned the rollout marketing duties for a start-up health/sports drink getting a lift from former National Football League star Herschel Walker.

Aloe Lu Ya (as in "hallelujah"), a fruit-flavored beverage containing aloe vera, is currently available in health food stores. But with a major purchase order ready to be filled with Wal-Mart, the Dallas-based brand is looking for JWTSC to mount as much as a \$3-5 million marketing campaign to bring the drink to mainstream markets.

The agency won the business without a review after talks with officials of Renaissance Man, the maker of the beverage.

JWTSC managing partner Ron Jenkins said initial assignments will primarily revolve around events, public relations, Internet advertising, in-store merchandising and numerous public appearances by Walker.

Print advertising "will follow the distribution channels," said Jenkins. Work is scheduled to launch April 1, when the drink becomes available in Wal-Mart stores throughout the country, he said.

One of the Dallas agency's charges is to rebrand the beverage beyond its healthy choice image or as a sports drink alternative to products like Gatorade.

"It has a lot of attributes as a sports drink, but we have classified it as a family beverage," said Jenkins. "We want it to be something that active families use."

The creative work will center around the theme, "Tastes great and is good for you."

Jenkins said the Aloe Lu Ya account represents the first major new business win for JWTSC's recently formed Brand Consulting Group, led by senior vice president Veronica Spencer.

Spencer, along with regional vice president and regional creative director Mike Maccioli, will bring their packaged-goods experience for Kraft, Anheuser-Busch and Frito-Lay into play on the new business. ■