

## Newswire



## LAUDER LIKES LOOKS OF GWYNETH PALTROW

NEW YORK—ESTÉE LAUDER signed actress Gwyneth Paltrow (l. to r., in photo) to a multiyear deal as celebrity spokeswoman for the company's makeup and fragrance lines. Paltrow will appear in print and TV ads this holiday season as part of a 10th anniversary celebration of Lauder's PLEASURE fragrance line, along with other advertising. Lauder also said that Elizabeth Hurley, the face of Estée Lauder for more than a decade, would become the new rep for its RE-NUTRIV skincare line. A new campaign for Re-Nutriv is due later this year.

## AMEx FINANCIAL CHANGING TO AMERIPRISE, RIVERSOURCE

NEW YORK—AMERICAN EXPRESS FINANCIAL ADVISORS, in the process of being spun off from AMERICAN EXPRESS, has rebranded itself AMERIPRISE FINANCIAL and will offer insurance, annuities, asset management and distribution under the moniker RIVERSOURCE. Its estimated \$55 million annual ad account last month landed at Saatchi & Saatchi, N.Y. The new monikers take effect Aug. 1. Saatchi's first campaign is expected in September. Brand identity firm, Lippincott Mercer, New York, consulted.

## ETC.

Although KXOL-FM in Los Angeles (soft Spanish Top 40 format) posted its highest ratings in the recent winter survey, they weren't high enough for SPANISH BROADCASTING SYSTEM, which last week relaunched the station as LATINO 96.3 in a bid for a younger Hispanic listener. To kickoff the new format, KXOL will air 60 minutes of continuous music all summer long. . . . ASSIGNMENTS: CHARLES SCHWAB, New York, consolidated media chores on its \$100 million annual ad account at PHD, San Francisco. PHD had held media planning and print buying, while RPA, Santa Monica, Calif., handled TV buying. The client spent about \$50 million on TV ads last year, per Nielsen Monitor-Plus. . . . Asset management firm AMERICAN CENTURY, Kansas City, Mo., tapped TBWA\Chiat\Day, New York, for its estimated \$20 million annual ad account. RPA previously handled. The client also awarded its interactive duties to Tequila\New York, a TBWA unit, and media responsibilities to sibling OMD New York.



## The Biz

By Becky Ebenkamp and Todd Wasserman

# LazyTown Getting Its Kix; Style Push Restyles Image

NICK JR.'S *LazyTown*, the part live-action, part animated, all-weird show on Nick Jr., is getting vigorous support from the net, including an hour-long prime time special this summer.

In another sign of confidence in the Icelandic import, Nick Jr. has lined up *LazyTown*'s first cross-promotion, a deal with General Mills' Kix cereal.

As youth marketing has become a hot-button issue, Nick has been diligent about disassociating itself from marketing junk food to kids and has been pushing a program called Let's Just Play that encourages kids to shut off their TVs and engage in some physical activity. *LazyTown*, which concerns a town of layabouts driven to action by superhero Sporticus, ties in with that theme, as does the association with the low-sugar Kix, billed as "kid-tested, mother approved," said Karen Driscoll, vp of brand marketing.

"It really is a perfect component," she said. "It fits in with Nick's overall commitment to Let's Just Play."

The deal includes mention of *LazyTown* on three million Kix boxes starting in August. The front of the box will spotlight *LazyTown* characters and the back will feature *LazyTown*-themed games and "a lot of content that encourages moms and kids to do healthy things." Kix has been part of Nick promotions in the past involving *Blue's Clues* and *Dora the Explorer*.

## It's the New Style

THE STYLE NETWORK is looking for a new burst of energy this summer with an attention-getting print and outdoor campaign promoting new shows like *Foodie Call*. An ad for that show features co-host "Michele" using a Jell-O mold as a bra. Other ads also break-

ing this week support existing shows on the net, including *How Do I Look?* and *Look for Less*.

The ads also sport a new tagline for the network, "Watch pretty," which supplants "Where life gets a new look." Suzanne Kolb, the former WB exec who joined Style parent E! Networks earlier this year, said the former tag had served its purpose, but "it was too didactic." The campaign was handled in-house.

The seven-year-old network, which draws an audience primarily composed of women 18-49, reaches about 37.5% of the United States, said Brad Adgate of Horizon Media, New York.

## Backlot Tour is Back

KIDS' WB! this summer will roll out its second "Kids' WB! Crash the Backlot Tour" promotion, an effort that provides an "attraction within an attraction" at 13 different Six Flags amusement parks.

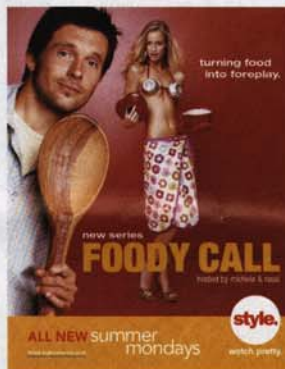
The tour is a designated area in the parks that gives a behind-the-scenes look at how the network's animated shows are put together. Kellogg and Microsoft's Xbox also will be

featured in the promotion. The network ran the promo last year, and now it has been expanded for the upcoming summer.

## Spiking the Rolling Rock

SPIKE TV has partnered with Rolling Rock for a summer promotion dangling the chance to win one of 33 beach houses the brewer is giving away. (The "33" is a reference to the mysterious number on Rolling Rock bottles.) The sweeps will be promoted on air and on-site at bars in various cities, including New York, Boston, Washington and Phoenix. Interested consumers can enter online.

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He is Sporticus: *LazyTown*'s superhero (above); new ads for Style (top).