

BRANDWEEK

THE NEWSWEEKLY OF MARKETING

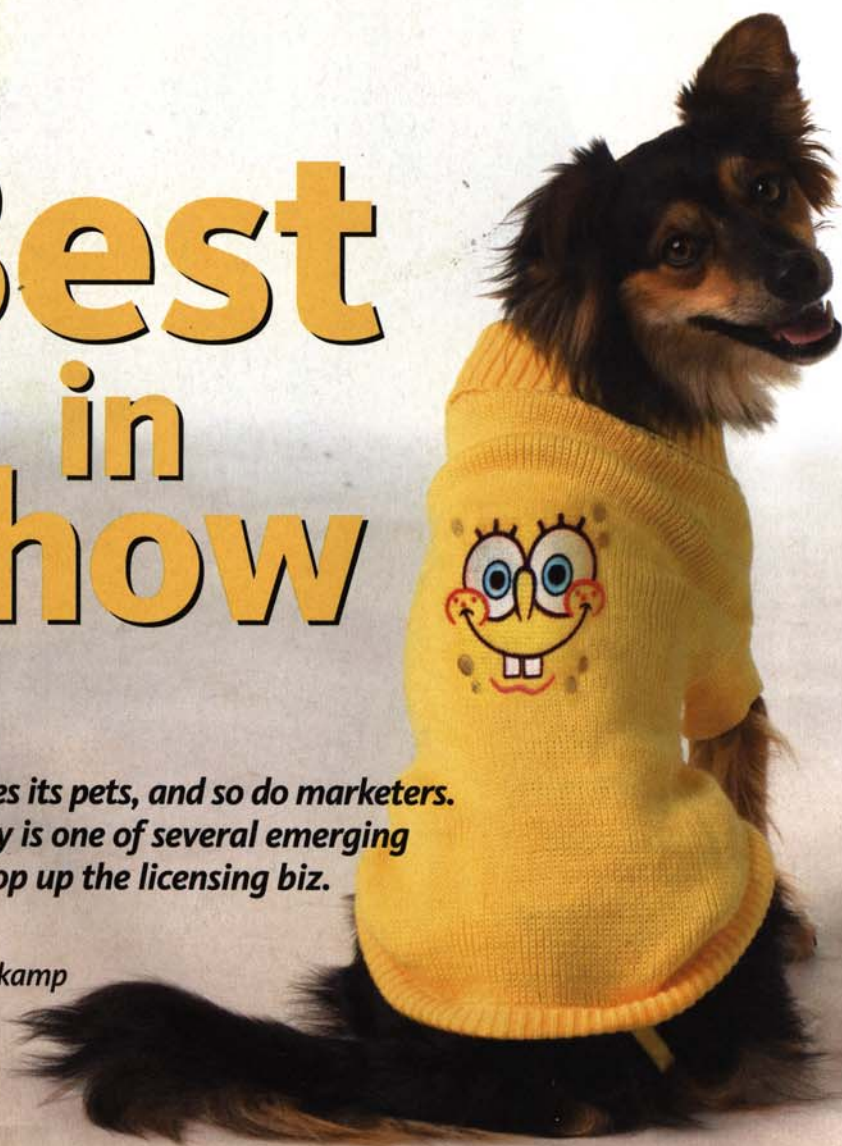
VOL. XLVI NO. 24 JUNE 13, 2005 \$3.95

Best in Show

**America loves its pets, and so do marketers.
The category is one of several emerging
niches to prop up the licensing biz.**

See page 20

By Becky Ebenkamp



Exclusives

'REAL' CHANGE

In another marketing shift, Coca-Cola promotes exec to handle U.S. advertising.
See page 7

LATE NEWS

Blockbuster rolls new TV campaign to clarify and tout late fee policy.
See page 7

BLEU CRUSH

Alizé launches first TV for Bleu liqueur in bid to broaden the drink's appeal.
See page 11

DTC A-OK?

Survey finds drug buyers less likely to blame DTC ads for rising drug costs.
See page 12

PLUS!

Brahma seeks hipsters . . . '80s icon Teddy Ruxpin returns . . . Asics retreads the 'Kill Bill' shoe . . .

For breaking news visit:
www.brandweek.com