have happened to the company. It provides it with a sweeter line extension that competes more directly with Pepsi and gives Coke an edge in blind taste-tests. Pepsi has touted its greater preference in blind taste-tests for years in its "Challenge" tv campaign.

Alvin Schechter, partner in the Schechter Group, a design company that has worked with Coca-Cola on most of its packaging, said the company has been trying for years to figure out how to bring out cisco, also suggested that Coke now can compete better against Pepsi with the new Coke and still satisfy those who want a stronger cola with the old brand.

John Bergin, vice-chairman of Coke's agency, McCann-Erickson Worldwide, who has been associated with the company for many years, commented that the family has expanded by one new member. Others include Diet Coke, caffeine-free Coke, caffeine-free Diet

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The "classic" package design for old Coke was developed in just 48 hours last week by Schechter Group, New York.

bitten the bullet and righted an essentially dumb move in restoring the old Coke formula while keeping a new Coke that's more competitive from a taste standpoint against archrival Pepsi-Cola.

Here are some of the reactions to the Coke Classic announcement last week:

Bob Gross, chairman, Geers Gross Advertising, New York: "So much for research! Research is great, but people are better. The new Coke has become the Edsel of our times."

Sara Ridgway, vp-pr, Lorillard, New York: "They have immortalized themselves forever in marketing textbooks, right up there with the Edsel. . .I've been stockpiling the 'Real Thing' for three

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Upfront's a good time for Mac

By VERNE GAY

New York—McDonald's Corp., which last year nearly doubled its upfront network tv prime time spending to $80 million, has spent $133 million this year to emerge as the single biggest advertiser in an upfront market filled with surprises.

Leo Burnett USA, Chicago, riding the wave of higher spending by Oak Brook, Ill.-based McDonald's and its recent assignment as the prime time negotiator for all General Motors divisions, has become the No. 1 agency in network upfront prime time billings, with more than $300 million placed this year. J. Walter Thompson USA, Young & Rubicam and Ted Bates Advertising had been bigger in upfront billings than Burnett, which last year placed about $225 million in prime time upfront.

But the real new giant coming out of the 1985-86 upfront prime time season—during which advertisers make commitments for the full tv season, rather than purchase individual spots on a "scatter" basis during the year—is NBC-TV, which not only secured nearly half of all upfront dollars spent, but also garnered some of the highest unit prices in tv history for individual shows.

"The Cosby Show," NBC's top-rated program last year, has commanded as much as $300,000 per 30-second spot, an alltime high for a regular series.

"Cosby" is expected to bring in more than $3 million per original episode for NBC, while sources said the program costs the network about $500,000 per show to produce.

NBC's "Miami Vice" also was priced aggressively, pulling in an average $175,000 per 30 seconds. By comparison, NBC's "The A-Team," a much higher rated show than "Miami Vice," sold in the upfront market for between $140,000

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Gross tells of gains

By STEWART ALTER

New York—Any ad agency ceo would be pleased to win a new piece of business with projected 1986 billings of more than $20 million, especially if it came on top of a string of $10 million in additional assignments from one of his two largest clients.

But the new billings are particularly gratifying for Robert Gross, managing director-ceo, of Geers Gross, who in recent weeks has been battling what he calls the inaccurate and unfair perception that his London and New York agency is in financial trouble.

The new client, expected to spend over $20 million in a major new-product introduction next year, is Nintendo Inc., Redmond, Wash., the U.S. arm of a leading Japanese electronic game manufacturer. Best known here for its Donkey Kong video game, Nintendo, with $300 million in sales, is said to have 95% of the home video market in Japan and half of U.S. video arcade game sales.

The agency also picked up

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Burnett wins 7UP

By SCOTT HUME and STEWART ALTER

Disagreement over revival of the Uncola ad theme is said to have been behind Seven-Up Co.'s decision last week to make N W Ayer its "un-agency."

The St. Louis-based subsidiary of Philip Morris abruptly shifted the assignments for its 7UP, Diet 7UP, Like cola and Sugar Free Like to Leo Burnett USA, Chicago, from Ayer, which had been a Seven-Up agency since 1978 (AA, July 11).

The account had total measured-media billings of more than $41 million in 1984, but sources put the total value of the Seven-Up business at closer to $60 million. Burnett will officially assume the account Oct. 12.

In a statement, Seven-Up

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Last Minute News

Agencies chase $35 million Fox

Los Angeles—Twentieth Century Fox Pictures has put its $35 million account up for review. Several agencies here are in the running, including Bozell & Jacobs and incumbent J. Walter Thompson USA, and reportedly BBDO/West, Kenyon & Eckhardt and Needham Harper Worldwide.

Carl's Jr. goes to Della Femina

Newport Beach, Cal.—Carl Karcher Enterprises has named Della Femina, Travisano & Partners, Los Angeles, to handle its $12 million Carl's Jr. fast-food chain business. The decision ends an 11-year relationship with Cochrane Chase, Livingston & Co., Irvine.

General Mills pumps $13.5M into Fiber One ads

Minneapolis—General Mills will back this week's national rollout of Fiber One cereal with a $13.5 million coupon, magazine and tv campaign touting its 11 grams of fiber per serving, compared with 9 grams for Kellogg's All-Bran. Dancer Fitzgerald Sample, New York, handles.

Times Mirror names Dempsey, Kopper

New York—Times Mirror Magazines has filled two top vacancies, naming Andrew Dempsey president, succeeding John Scott (AA, Jan. 15), and

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speculated that ABC might even beat CBS in upfront prime time sales. Perceptions have now changed. "ABC's problem is that after they wrote a big hunk of business, the quality of program mixes started to suffer. They ran out of gas," noted one source.

CBS' early pace was dictated by tradition as well as strategy. CBS, the household leader, normally holds out for high pricing. Also, CBS was hoping NBC would drive inventory prices extremely high, which would

for a $60 million-to-$70 million prime time upfront budget.

Major advertisers that stayed out of upfront action this year included Apple Computer, which spent $20 million upfront last season, Hallmark Cards ($14 million-to-$16 million), American Express (less than $10 million) and Hardee's.

One of the largest buyers of network tv, AT&T (N W Ayer), has committed roughly $50 million.#

director of client services, Mr. Belding tendered his resignation in early May, to become effective May 15. Mr. Belding allegedly said he was leaving in order to "take a position as an advertising manager

done any of the work," said Bigda, who added that "two weeks of time in April, 1985, spent by several Needham ployes in preparing the plan purchasing the media time."#

Gross gains

(Continued from Page 1)

additional assignments from Cosmair/L'Oreal, including the U.S. introduction of the Armani men's and women's fragrances. Earlier the agency was assigned Biotherm skin treatment, Avantage hair colorant, Monogram men's fragrance and Norma Kamali women's fragrance.

Mr. Gross, who has also named Larry Vine as new creative director to succeed the departing Marvin Honig (AA, July 8), gave an interview last week in his office here to deal with the perceptions of financial woes and to outline the new business gains that he believed indicated continued business growth.

Mr. Gross said the new fragrances, billing about $10 million, reflect both satisfaction with the agency's work for Cosmair/L'Oreal's Warner Cosmetics and its recent association with Eurocom, the French-based agency network that handles much of Cosmair/L'Oreal's business. As of April 1, Geers Gross sold a 10% nonvoting share of itself to Eurocom. Since then, Eurocom has purchased another 9.8% of the agency on the London Stock Exchange, where it is traded.

Mr. Gross, whose answer is "a flat no" when asked if he plans to sell the whole agency to Eurocom, believes the minority-interest sale to the French network has already proved to be good business, witness the new Cosmair assignments.

As for his reasons for making the deal: "It seemed a useful way to get a broader base throughout Europe. And they're also a potential source of new business." He indicated the conversations began before Eurocom and Young & Rubicam made a deal that blended the former's Havas agency with Y&R's Marsteller to form HCM. "They have a lot of big multinational accounts that they're not able to represent in the U.S. or the U.K.," he said.

The stock sale to Eurocom added about $3 million to Geers Gross' treasury, more than doubling its cash reserves. In fact, the agency's current battle against a negative financial image is not without a certain irony considering that the image problem stemmed from the same May 31 annual meeting at which Mr. Gross outlined the cash increase from the Eurocom sale and also reviewed last year's stellar results. In 1984, the agency had by far its best year with a 46% ($2.5 million) pretax profits gain on a billings gain of 25%.

"The bad publicity stemmed from an announcement at the annual meeting that 1985 profits will fall short of the alltime high profits achieved in 1984," said Mr. Gross. "This caused a severe drop in the share price which was in turn falsely interpreted as a comment on the financial strength of the company. In fact," he said, "there probably can't be many agencies the size of Geers Gross that are as financially strong.

"I didn't even say anything was so bad," said Mr. Gross. "I said the agency will not achieve the same profit level as the previous record year," he said, noting that his predictions were based on having just lost the profitable ESPN account and having to resign Lehn & Fink because of the new Cosmair/L'Oreal assignment.

The supposedly ominous report of a major stock sale by an insider, 165,000 shares by managing director Mike Williams, was misleading, said Mr. Gross, because he himself had shown confidence in the agency by purchasing 187,000 more shares at about the same time; besides, Mr. Williams had sold for personal reasons and was not planning to leave the agency.

Nevertheless, the stock price dropped by half, from about $1.20 to 60¢, and has not yet recovered. But, maintained Mr. Gross, "other than the bad public relations, the stock price drop doesn't have any bearing on the company. It doesn't affect the agency's ability to pay salaries, media or overhead. It has no bearing whatsoever on that."

That viewpoint was confirmed by U.S. stock analyst Charles Crane of Oppenheimer & Co., New York, who said, "In terms of ongoing operations, stock price really should have no effect if—and this is a big if—they were just planning on operating busineses already in their portfolio."

Mr. Gross said he is not planning any acquisitions.

The New York office, billing at a $150 million rate with its new business, is now considerably larger than London, with its $55 million.

Mr. Gross last fall hired Marvin Honig, a former vice-chairman and creative director at Doyle Dane Bernbach, New York, to be vice-chairman and executive creative director. Mr. Honig recently decided to leave, explaining, "They're nice people and they do nice work, but I have to make a decision on where I want to spend the rest of my life."

His replacement, Larry Vine, senior vp-creative director, had been at the agency and left late last year to join Wells, Rich, Greene.

As for Nintendo, the agency's new account (from Dentsu), it has already introduced a new home entertainment system using video software and a robot in Japan. It plans to introduce that same system into the U.S., first with a $2.5 million fall ad campaign in the New York area and then with a $20 million national roll-out next year, said Mr. Gross.#

Lottery

(Continued from Page 3)

come a billion dollar a year venture quickly, and grow to become the largest state lottery in the country. The agency handling the business thus gets a guaranteed high visibility, showcase account.

The account is the largest Needham's Los Angeles office has landed, putting its billings at more than $100 million.

The contract award, awaiting final lottery commission approval this week, designates 1.5% of lottery sales for advertising. A commission source predicted Californians and visitors will spend $1 billion in the lottery's first year.

The California lottery is expected to have more $1 million prizes than are offered in the lotteries run by 19 other states and the District of Columbia. It will feature a computer-generated numbers game that could offer prizes totaling as much as $25 million a year. New York, the largest state lottery, gave away $20 million in 1984.

According to spokesman William Seaton, the lottery commission's first task is to educate California's massive population. "People out here aren't familiar the numbers games that played illegally on the East Co he said.

Needham, Los Angeles, p dent Gerrold Rubin said the c pany will try to uphold the dig of the state of California in its vertising. He acknowledged th count presented a tremend challenge, since "every six w you bring out a new pro [game] to market, and with new media plan."

Ogilvy & Mather, San Franci and Dailey & Associates, Los geles, withdrew from the rev before oral presentations, sugg ing the workload was too sev and would detract from the abi to serve existing clients.

Mr. Rubin scoffed at the noti saying his agency had anticipa the complexity of the lottery b ness and didn't foresee proble The five commissioners ch Needham "unanimously," Mr. S ton said, over DJMC, Los Ange and McCann-Erickson, San Fr cisco.

Needham retained Brad Fo ciari, former head of the Color lottery, as a consultant since F ruary. Mr. Fornaciari will man the account, heading Needha new Sacramento office, which begin operation Aug. 1.#

Campbell

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said Mr. Masaracchio. "Like we did with Prego [spaghetti sauce] and Le Menu [a line of upscale frozen dinners], with this new soup we can build a market that has not had much innovation of late."

Campbell's instant soup comes in six varieties, intended to be competitively priced with Lipton: Chicken noodle with white chicken meat; noodle soup with real chicken broth; chicken rice with white chicken meat; onion soup, dips and recipes; onion m room for soup, gravy and rec and cheddar for soup, sauce recipes.

Unsettling Lipton will b easy feat, even for a national t tion such as Campbell, w "Soup and Sandwich" jingle, to the tune of Frank Sina "Love and Marriage," still rin many ears. Recently, Lipton been more aggressive. During past few years, the company made particular noise with its of low-calorie Trim soups. SS New York, handles.#