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2 local agencies start year on right foot

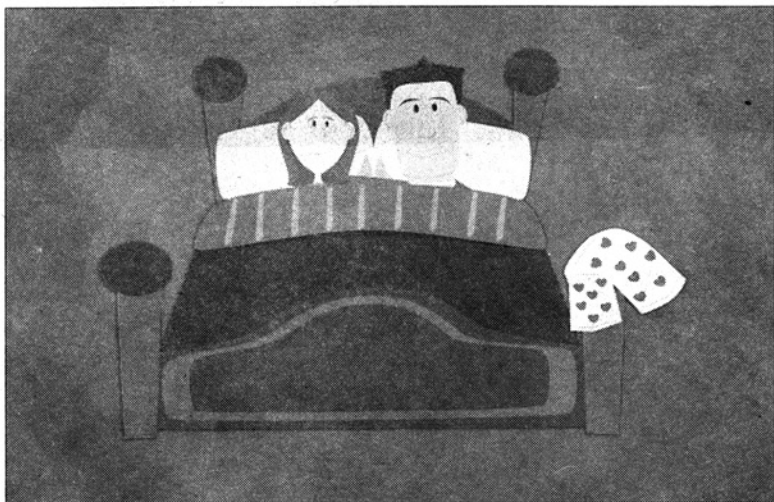
Two Chicago shops, Lou Beres & Associates and Euro RSCG, are ringing in the new year with some new business, always a great way to start.

The new client at Lou Beres is Bay Furniture, while at Euro RSCG, the new accounts are Bombay Co., a chain of 495 home accessories stores, and Culligan, the Northbrook-based water company that includes a network of 1,100 dealers in more than 75 countries worldwide.

Lou Beres triumphed in a review for the Bay Furniture account over co-finalist Fusion Idea Lab/Chicago. LB will handle all advertising for Bay, including a new branding campaign and sale-related advertising. Chicago-based Kelly, Scott & Madison was assigned media responsibilities.

LB chief creative officer Andy Madorsky and his team already have completed a couple of new spots touting a New Year's sale at Bay and a new financing officer. LB has tried to give Bay a less generic look as a furniture company by going the animated route in these initial spots. The animation in "New Year's Bay" is quite basic, featuring large, simply drawn images of people's faces coupled with drawings of various pieces of furniture that may be found on sale at the furniture company.

The animation is certainly more



Lou Beres & Associates has created unusual advertising spots for Bay Furniture that feature large, simple animation instead of the customary shots of furniture.

pleasing to watch than generic furniture shots, and it forces consumers to visit a Bay store to find out exactly what kind of inventory is on hand. The peppy music, a version of the familiar "Auld Lang Syne" with newly written, Bay-appropriate lyrics, adds energy to the animation. It will be interesting to see where LB and Madorsky go with the branding for Bay after this introductory effort.

The Bombay Co. and Culligan wins are encouraging signs for Euro RSCG, revamped again last

month, that it can win business on its own, rather than relying on nepotism to bolster the client roster, as seemed to be the case when Euro picked up new business last year from an agency formed by Euro RSCG chief creative officer Steffan Postaer's father.

For Bombay, Euro RSCG will look at ways to accelerate the growth of the brand by redefining how it approaches customers with its value proposition. Euro RSCG also will develop advertising to help re-launch the Culligan brand.