

MARKETING

Gum show

PERISHER: The Wrigley Company has signed on as naming rights sponsor to the X-Cite Planet X Winter Games, named after the chewing gum manufacturer's latest product, X-Cite. Planet X is an extreme winter sports event over four days at Perisher Blue Ski Resort, 4 to 7 September.

Gowings adventure

SYDNEY: Gowings has launched a radio, press and POS campaign by Clemenger Harvey Edge Sydney (CHE) with the tagline, "Not as adventurous as the Gowings adventure sale". This is the first campaign from CHE, which won the account two months ago.

Marketing moves

SYDNEY: Magazine distributor NDD has appointed Fiona Nilsson as marketing manager, replacing Kylie Ahern who has become marketing manager at FPC Living. Nilsson was group circulation manager major titles.

Have a snack

Word is

In the wake of the Andersen collapse, PwC Consulting has spent US\$110m to promote its new



The rebranding of PricewaterhouseCoopers' consultancy, PwC Consulting, as Monday, is widely understood as part of a global trend for consultancies to differentiate themselves from their auditing parents in the wake of Andersen's collapse, with Deloitte Consulting and KPMG Consulting next in line for new identities.

PwC Consulting's new moniker will come into effect when it com-

Monday . . . the week is "a

pletes the separation of the parent company and the new offer planned. The name was developed by consultants W Consulting with a focus on a global appeal to promote the

John A. Interbrand — engaged in a global branding Consulting — a good choice of an admirable consulting business likely to feel clients and Once the dust will take its consulting brand clear and reliable that is new new challenges

Levi's