

# ADWEEK

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## HERE'S THE BEEF

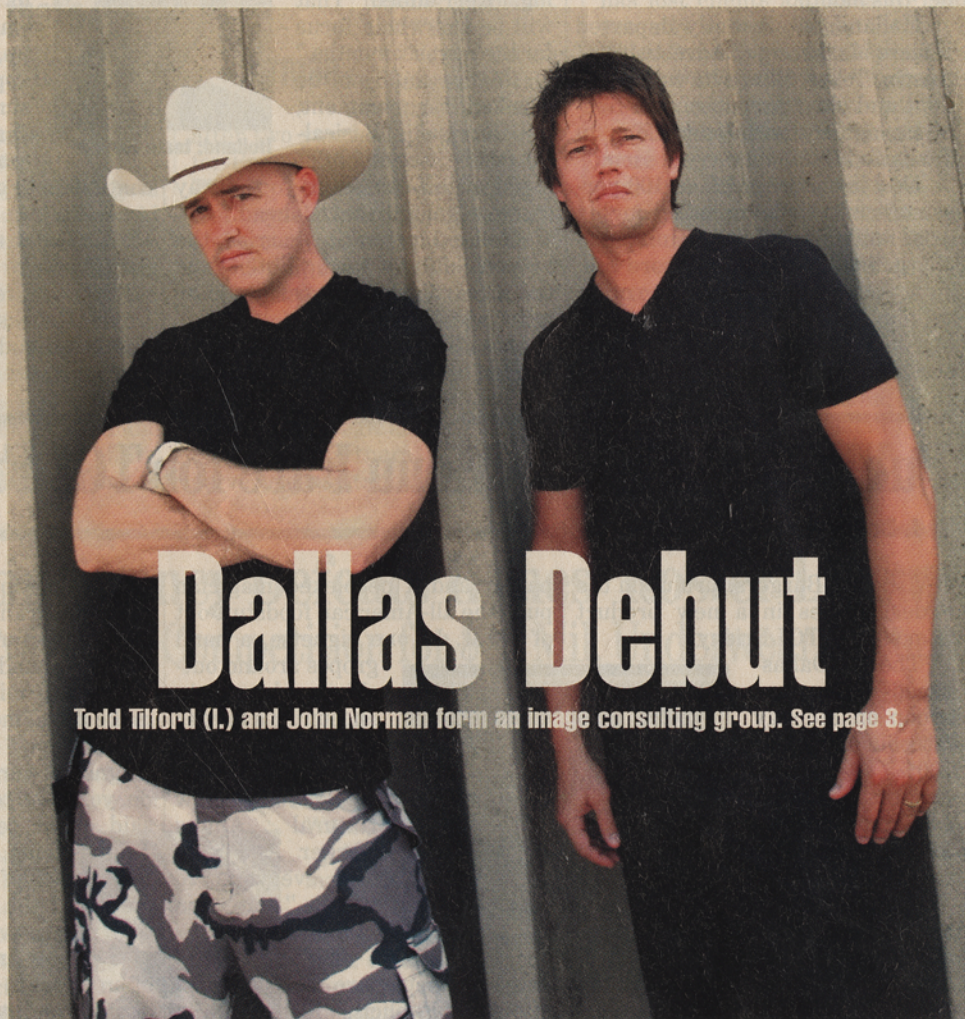
Publicis is helping TGI Friday's introduce its 100% Natural Angus Burger. Backed by a \$12-15 million campaign budget, the Dallas shop's eight TV spots present the new entree everywhere, a departure from previous ads that portrayed convivial in-restaurant scenes. See page 2.

## HOUSTON MULTIPLEX

In Reliant Park, Rives Carlberg has added another sports-related account to its client list. The Houston agency will represent the five venues of the nearby complex, which include an arena, a convention center and a stadium, the future home of the NFL's Houston Texans. See page 4.

## SAN ANTONIO SALE

Employees of Regnier, Valdez & Associates have purchased the 20-year-old agency from co-founders Claire Regnier and Linda Valdez. Chuck Eberle, who was senior vice president at the \$24 million San Antonio shop, will head daily operations as chief executive. See page 8.



Todd Tilford (l.) and John Norman form an image consulting group. See page 3.

## IQ NEWS

Sears, Roebuck and Co. signs a \$1 million-plus ad deal with Gemstar-TV Guide's interactive program guide. And Zedo bows a new ad-serving technology that puts consumers in control. See page 5.

## CREATIVE

### TONGUE NOT IN CHEEK

"The finished spot is a lot more shocking than any of us envisioned," says Alex Bogusky of Crispin Porter + Bogusky's anti-chewing-tobacco PSA in which a junkyard dog chomps on a man's tongue. In Critique: Long live Mini-Me! New spots for Sunny Delight and 1-800-Collect feature Austin Powers actor Vern Troyer. Plus, Briefs. See page 20.



An in-your-face warning about oral-cancer risk

## In Transition

### Holland Succeeds Rogers at Bates

Bill Holland, former president of Fellers Marketing & Advertising, has assumed the same top management post at Bates Southwest. The appointment led president of consumer advertising Stephen Rogers to resign from the Houston agency earlier this month. See page 2.





# Tilford:Norman Opens in Dallas

## Creative Veterans Will Practice Branding That's High on Design

By J. Dee Hill

DALLAS—Former Pyro partner Todd Tilford and award-winning designer John Norman have teamed up to form the image consulting group Tilford:Norman here.

Both in their 30s, Tilford and Norman have each won their share of industry accolades, establishing them as hot creative talents in the Southwest as well as nationally.

Tilford has seven One Show gold pencils to his name and several gold New York Art Directors Club awards. He earned those while at GSD&M in Austin, Texas, and The Richards Group in Dallas.

In 1994, with the backing of Stan Richards, Tilford and partner John Beitter formed an agency affiliate, Pyro Brand Development, to handle youth-oriented brands such as Dr. Martens, Spyder Skiwear and id

Software (maker of Doom and Quake computer games).

But the Richards relationship was not perfect. "There were situations where we were competing with each other, causing problems," said Tilford.

Then former colleague Norman returned to Dallas,

after two years as design director for Bennetton Sports in Italy. Said Tilford, "I thought it was the time to free myself from the relationship and growth problems and create the model that I was working towards at Pyro independently," said Tilford.

Initial clients of Tilford:Norman include Spyder Skiwear, Footaction, Telecom Italia and The Limited. Additionally, the two creatives have formed a strategic alliance with Tracy Locke Partners in Dallas to serve as consultants.

**"Brand art creates a deeper connection that's looked at differently." —Norman**

The defection of Tilford from Pyro puts the future of that division into question. The agency gained the low-seven-figure Heelys account several weeks ago with the help of creative director Terence Reynolds, who rejoined the group from another Richards unit. But it has lost clients and creative staff recently as well—some of them to Tilford's new venture. Representatives at Pyro did not return calls seeking comment.

Tilford:Norman will focus on a more international style of advertising, according to its principals.

"In Europe all of their advertising is design," said Norman. "Brand art—art that represents the brand—creates a deeper connection that's looked at differently."

The two also have plans to collaborate on art installations, spoken word performances and music.

"We don't look at that any differently than a project from TLP," said Tilford. ■