

# Marketing

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### ELECTION 2005

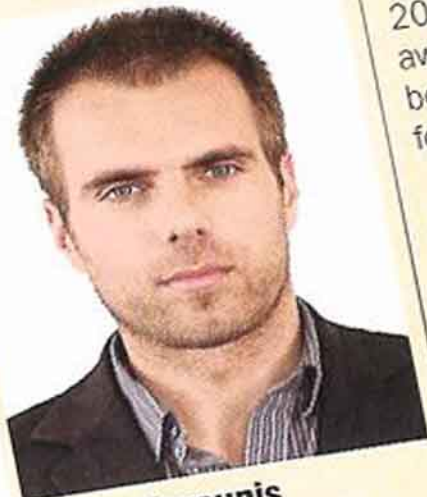


Brands play...

## Sky plans credit card for shop-and-watch

## NatMags set for wellbeing glossy

## Design choice



**Yannis Kavounis**  
Partner, Onesixtyfourth

## Ghost by Gucci

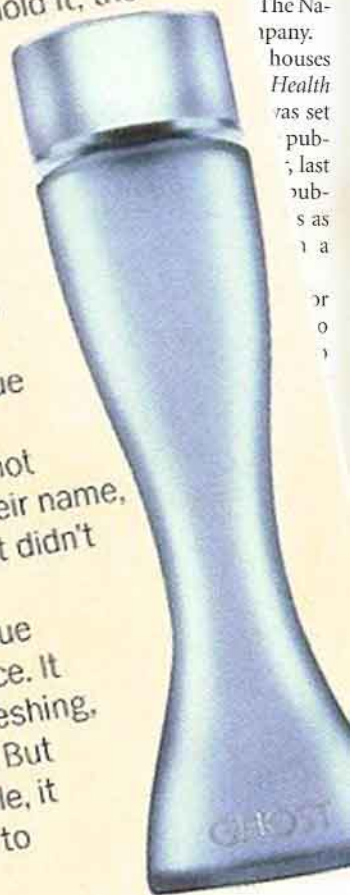
Christmas having passed, I had the urge to get a new fragrance for 2005. Even though every bone in my body was telling me to stay away from the Oxford Street sales, I headed to Selfridges and, being a Gucci loyalist when it comes to fragrance, I aimed straight for the spanking new Ghost by Gucci.

Its sleek, tall, deep violet-blue bottle was stuck in my mind, as was its lean and lightweight design. When you hold it, the bottle exudes a sense of mystery and power that is rather ghostly.

But what I was faced with on the men's fragrance floor was a big surprise. As I passed several stands to reach my destination, I found myself overwhelmed by blue packages in all shapes and shades. Davidoff Cool Water Deep, Trussardi Python and Lanvin are just a few of the many brand extensions that have used blue in their design.

Then you have those that think design is not enough and have decided to have blue in their name, just in case we don't get it. Suddenly, Ghost didn't seem all that distinctive and individual.

Don't get me wrong, I've always liked blue as a colour, especially for a men's fragrance. It is energetic, masculine, uplifting and refreshing, so the choice of blue for Ghost is fitting. But when a colour becomes a category staple, it makes me wonder just what happened to nonconformist creativity.



## Design Gucci

...aynet.com, with the name of the marketer, your bid amount and your full contact details.

Marketing will keep winning bids confidential, unless permission is granted.

- **Jacqui Hill** personal care marketing director, Unilever Home & Personal Care
- **Ian Hunter** director of marketing, Boots
- **James Kydd** brand director, Virgin Mobile

- **Emma Lowndes** marketing manager, Mini
- **Julia McKechnie** director of corporate marketing, Oxfam
- **Andrew Marsden** category director, Britvic Soft Drinks
- **Chris Moss** CEO, 118 118
- **Paul Nevett** marketing director, teas and spreads, Unilever

- **Stephen Robertson** marketing director, Woolworths
- **Marc Sands** marketing director, Guardian Newspapers
- **Hanna Sondergaard** marketing director, Arla Foods
- **Lorraine Twohill** director of European marketing programmes, Google
- **Jerry Wright** brand director, Birds Eye

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