

PEOPLE

Hyundai has appointed Guy Pigounakis as UK sales director. Previously at MG Rover, he joins recently appointed managing director Tony Whitehorn and marketing director Jim Campbell on the board of Hyundai Motor UK.

Cheapflights, the travel price comparison website, has promoted online marketing manager Shahin Fard to the role of head of online marketing and global search engine optimisation. He will report to commercial director Rob Passmore.

BT has appointed Centura Foods marketer David Still as senior marketing manager with responsibility for retention. Still, formerly marketing controller for Bisto, reports to BT head of retention Katie Bosdet.

Kia Motors is restructuring its sales operations following the departure of sales director Howard Slade, who has been at the car company for more than four years. The restructured department will be headed by Alex Smith, who has been promoted to the role of commercial director.

Former Saatchi & Saatchi vice-chairman and chief executive Graham Thomas has joined Dunnhumby as head of communications and media, to spearhead its multimedia and creative capabilities.

Goodfella's, the Northern Foods-owned frozen pizza brand, has appointed Fiona O'Keefe as senior brand manager to head new Solos range and premium brand Le Bottega. She joins from Glanbia Consumer Foods in Ireland.

Coke plans coffee drinks in a bid to reach adult sector

By Mark Choueke
Coca-Cola is planning to launch two separate coffee drinks in a bid to extend its portfolio in areas away from carbonated drinks and increase its appeal to adults.

Coca-Cola US is working with chocolate maker Godiva on a ready-to-drink coffee, to be launched in the spring. It is also launching Coca-Cola Blak in France in January (MW April 14) and is likely to launch it in the UK later next year.

Blak has the texture of coffee and a cappuccino-style froth when poured and will compete against Pepsi Max Cino, another coffee-flavoured cola launching in January (MW October 20).

A spokesman for Coca-Cola says: "We are always looking for new ways to excite consumers and meet their diverse needs, and Coca-Cola Blak is certainly an interesting and exciting proposition.

"We are testing the prod-



Blak: French launch first

uct in the French market, which will help inform any decision taken to introduce it in the UK."

But a retail source says: "Because of the trade relationships I have with the companies, I'll be stocking both Pepsi Max Cino and Coca-Cola Blak if and when it launches here, but I'm not sure how either product will perform. I don't think the British consumer is quite ready for these type of drinks."

Silentnight marketing director goes

Silentnight group marketing director Julie Leivers has left the furniture retailer after her position was scrapped.

As first revealed in *Marketing Week* (MW November 17), Leivers' role was thrown into doubt following a review of operations by new chief executive Neal Mernock.

The company has confirmed that Leivers has been made redundant. Responsibility for her remit will now fall to marketing manager Amanda Jones.



Leivers: Role scrapped

Leivers joined the UK's biggest bed manufacturer last summer after quitting as vice-president of marketing and innovation for Glaxo-SmithKline drinks brands Horlicks, Lucozade and Ribena (MW August 26, 2004).

She oversaw the appointment of Leith London to Silentnight's £2m creative account earlier this year (MW July 28) following a competitive pitch.

The business review was initiated by Mernock amid

tough trading conditions for furniture retailers. He has stated that a five-year product and brand strategy will continue as planned.

Mernock took over as group chief executive last month, following a stint as managing director of Silentnight Beds, the company's biggest division. Other brands in the group include Layzee and Sealey. Mernock's predecessor, Nino Allenza, has moved to a position on the holding company board.

Swallow Hotels lures Hilton boss to head expansion plan

Swallow Hotels has poached former Hilton UK marketer Mark Taylor to lead its new marketing team ahead of extensive expansion plans. The hotel chain is planning to open 100 new hotels over the next year.

Taylor, who was previously director of consumer marketing at Hilton UK & Ireland, will be responsible for re-establishing the Swallow brand and for developing the marketing team, which has been split from the sales function. He will take over the role imminently.

The sales function will be

overseen by Simon Downes, who previously oversaw the combined department. Downes and Taylor will report to Swallow chief executive Peter Gray.

Taylor says: "The brand became a little lost and recognition fell away in the past five years", and adds that the company will now focus on developing its brand in the middle market.

He says a new identity will be introduced and Swallow Hotels is developing a new marketing strategy.

Taylor says he hopes to use partnerships to develop the



Hard to Swallow: Brand recognition has fallen away

brand and has no plans to review the chain's advertising or media.

He will continue to work

with marketing agency WAA.

The chain has 129 hotels across the UK, including the London and Edinburgh Inns.

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