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SCOTTISH AND NEWCASTLE IMPORTERS has selected San Diego-based Formula to launch the 2005 public relations campaign for **NEWCASTLE BROWN ALE**. Formula's Los Angeles-based sports and entertainment division will handle the campaign . . . Fashion and design house **SIGRID OLSEN** named Fallon Worldwide as its advertising agency. Fallon also picked up agency of record duties for **EARL JEAN**, a division of **VF CORPORATION**. . . **PERSONNEL: FOREST CITY RATNER COMPANIES**, Brooklyn, N.Y., has named Barry Baum as vp-public relations. Baum will coordinate efforts between FCRC and the **NEW JERSEY NETS**, which was purchased by an investment group led by Forest City Ratner Companies president and CEO Bruce Ratner last August . . . Peter Haines has decided to leave his position as **THE SUPER SHOW**'s manager. Haines joined Communications & Show Management, in April 2002 as COO . . . **COCA-COLA** hired Robin Bardolia from Ogilvy & Mather, New York, to serve as vp-global creative strategy, effective next month.