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Rather switch than fight?

Whatever the reasons, more accounts are changing agencies than ever before; so far this year $91 million in broadcast billings have moved

The seldom placid field of agency-client affiliations appears headed for an uncommonly turbulent year in 1964, with $139 million in annual billings of major radio-TV advertisers already uprooted by agency account changes in the first half.

The radio-TV portion of this total comes to $91.2 million, or about 66%. Thirty-five leading broadcast advertisers were involved (for details, see table page 33).

In dollars, the account switches recorded in the first six months substantially exceeded the total for the same period of 1961, up to now the record year for client changes.

The ten biggest accounts transferred this year totaled $82.1 million as against $75 million represented by the top 19 in 1961. The $139 million total already transferred in 1964 represents 60% of 1961's full-year total of $230 million.

On the strength of its performance over the past six months, Grey Advertising shapes up as the agency on the hottest new business streak. It has plucked approximately $20 million in added billing since Jan. 1, including Bufferin, Procter & Gamble's Joy, portions of Heinz Food and Rival Packing Co. Grey currently is billing at the rate of more than $100 million annually.

DDB Big Gainer ▪ Another substantial gainer was Doyle Dane Bernbach, which acquired more than $7.2 million in business while losing $3 million in Bulova and Rival billing. Doyle Dane Bernbach added billing from Quaker Oats, Heinz, International Latex (Isodettes) and Drewrys Ltd.

BBDO was on an aggressive account-getting spree, landing an estimated $5.8 million in billing from Lever Brothers (Lifebuoy), Lucky Lager Brewing and Storz Brewing. It lost no appreciable business during the past six months.

Leo Burnett appears to have gained substantial ground. Though it lost P&G's Joy, the agency more than recouped by picking up $8 million in Nestle billing.

On the strength of adding the $3.5 million Van Camp Sea Food account, Guild, Bascom & Bonfigli breaks into the circle of gainers. GB&B did not lose any good-sized business.

While Jack Tinker & Partners landed the big ($12 million) Alka-Seltzer account, another Interpublic subsidiary, McCann-Erickson, had its share of account headaches during the past six months. McCann was relieved of approximately $11 million in Nestle business and $2.3 million from Lucky Lager. The agency retrieved slightly more than $4 million from Continental Airlines and J. P. Stevens but not enough to offset its losses.

Maxon Loses ▪ Another agency that has slid backward insofar as account-switch activity is concerned is Maxon. H. J. Heinz removed its $9 million account from this agency. Maxon recovered a portion of this defection by obtaining the $3.5 million Staley business.

Foote, Cone & Belding lost an estimated $6 million in Lever Brothers' Pepsodent expenditures and has had no significant account aquisitions with which to recoup.

The loss of Edward Dalton's Metrecal and other products and International Latex's Isodettes stripped Kenyon & Eckhardt of about $6.5 million in billing. K & E, in the meantime, has picked up $1 million from Prince Macaroni.

Fuller & Smith & Ross lost $4.2 million in Lestoil billing and approximately $1 million from Lehn & Fink, and has not gained accounts to even the score.

Another Interpublic subsidiary that suffered a setback during the six-month period is Erwin Wasey, Ruthrauff & Ryan. It lost an estimated $8.5 million in business from Van Camp Sea Food, Wrigley and Staley and has had no reported gains.

Norman, Craig & Kummel was dropped by Kaiser Jeep Corp. and has not announced new accounts to recoup the loss of the $5 million Kaiser billing.

B & B Loses Eastern ▪ Benton & Bowles lost the lucrative Eastern Airlines business (about $9 million) and has not landed any substantial new accounts during the first six months of

Nestle transfers $9 million from McCann

The Nestle Co., White Plains, New York, last week announced it would move seven of its products—accounts worth an estimated $9 million — from the McCann-Erickson agency, New York, and named Leo Burnett, Chicago, as new agency for five of the seven.

Burnett, which had already been signed to handle advertising for Nestle's Quik, gains Nestea iced tea mix, Choco-Bake, Nescafe, Chocolate bars and the Nestle semi-sweet chocolate morsels.

The agency picks up the new accounts officially Oct. 1 and at that time will be placing approximately $8 million annually for Nestle.

Other Nestle accounts leaving McCann-Erickson are Nestea, which will move to Warwick & Legler, New York, and hot cocoa mix which goes to VanSant, Dugdale & Co., Baltimore (see table for estimated broadcast billing on all Nestle products involved in the changes).