

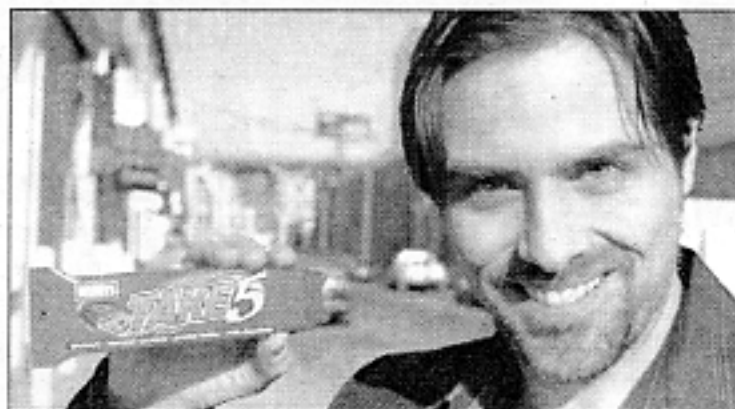
# MEDIA MIX

## Candy bar ad's target age seems to be its number: 5

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It's pretty apparent whom the Hershey Co. is targeting in its aggressive new marketing effort for the Take 5 candy bar, an amalgam of what are purported to be candy lovers' five favorite ingredients — peanuts, caramel, pretzels, peanut butter and milk chocolate.

Young men are at the center of all the action we witnessed in three new 15-second commercials from Arnold Worldwide. And the young men, or most of them anyway, are all engaged in demonstrating how much they apparently crave Take 5.

One commercial in particular suggests young men may risk life and limb to indulge a passion for

Take 5. That spot shows a young man outfitted in full ski regalia sitting on a ski lift about to eat a Take 5. Never mind that it seems an odd moment to reach for a candy bar. Just as he begins to eat the Take 5, the candy bar slips from his hand and falls to the slope far below.

The young man pauses long enough to allow another skier to slip off the lift and claim the candy. Seeing that the other guy

may get to the Take 5 first, the skier who dropped the candy turns daredevil and jumps off the lift too. Cut to a rather odd graphic that shows the tag line "Taste and Believe" in giant letters with lightning striking all around.

The commercial is silly stuff. And clearly aimed at juvenile-minded boys who could become Take 5 converts if they can be convinced to at least sample the product.

## AD NOTES

- **Lianne Wikar** has joined Noreen Heron & Associates/Chicago as an account executive. The agency also has picked up the public relations account for Bettinardi's Studio B in Tinley Park, a design facility that offers customized fitting for the Bettinardi putter. In addition, the agency now represents the Drury Lane Oakbrook Terrace Theatre.

- Corona Extra will, for the 22nd consecutive year, sponsor the **Jimmy Buffett** concert tour. Corona is imported and distributed in 25 Western states by Chicago-based Barton Beers.

- The Federal Reserve Bank of Chicago and its Money Smart partner organizations will illuminate various local building exteriors starting Monday, in recognition of Money Smart Week. Among the buildings to get the green look are LaSalle Bank, Marshall Field's, Sears Tower and the Wrigley Building. Money Smart Week is intended to educate consumers about topics such as saving, avoiding identity theft and using credit wisely.

- Banco Popular is the new title sponsor for the Chicago Half Marathon. The event's name now will change to the Banco Popular Chicago Half Marathon presented by the Illinois Agents of Farmers Insurance. The 2006 race takes place Oct. 1, when more than 10,000 runners are expected to participate. The start/finish line is the Museum of Science and Industry.

- **Christy Hutchinson** has joined Magnani Continuum Marketing/Chicago as a senior account executive. She will work on business-to-business marketing initiatives as part of the CNA Insurance account team. Hutchinson previously was a project manager at Capps Digital/Chicago.

- DDB/Chicago picked up two silver Andy Awards on Tuesday for its Anheuser-Busch "Real Men of Genius" radio work. And Leo Burnett picked up a bronze Andy for an Altoids print execution. The Andys celebrate creative excellence in advertising, as, of course, do various other competitions.