

IN THE BAG

The Prince's Trust has chosen direct marketing agency DMS to run its first individual giving campaign after a five-way pitch. The campaign aims to convert one-time donors into long-term supporters.

Accor, Europe's biggest hotel and leisure chain, has hired Maher Bird Associates to develop a campaign to promote its services in the budget hotel market. The ads will appear online and in the national and regional press

Clark McKay Walpole has landed the multi-million-

pound account for **John Lewis** financial services after a four-way pitch. The agency already works on the John Lewis Partnership card account.

The Direct Marketing Association has appointed EHS Brann to develop activity to showcase the industry's best work. The brief includes developing a publication entitled *Benchmark*.

Integrated marketing company Space is to develop direct marketing and experiential activity to promote tourism and business

A round-up of new-business wins



John Lewis: agency switch

development in the South West of England. The campaign will be funded by a range of organisations, including the **South West of England Regional**

Development Agency and South West Tourism.

Prospect Swetenhams has taken over the management of the market file for the **Woolovers** mail order knitwear catalogue, which has more than 38,000 customers.

Business intelligence provider **Business Objects** has selected integrated marketing agency DNX to create direct and online campaigns to promote its products and services to IT and business decision-makers in the UK and Northern Europe.