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BY KEN WHEATON

Vuitton gets its rocks off with Rolling Stones' Keith Richards

In what Louis Vuitton's PR people are saying is his first ad appearance, **Keith Richards** sat down with **Annie Leibovitz** to shoot a photo for the Parisian fashion house's "core-values campaign." He joins luminaries such as **Andre Agassi**, **Catherine Deneuve**, **Steffi Graf** and **Mikhail Gorbachev** in LV's push, an effort to link the brand to influential figures that will officially roll out to print mags in April. As the first step, the cadaverous rocker will donate an undisclosed sum to The Climate Project, **Al Gore**'s eco-baby.

Produced by Ogilvy & Mather, the campaign "restates travel as the fundamental and defining value of Louis Vuitton, interpreting it as a personal journey."

Well, if there's one over rough terrain, some navigational cannot be put into w

Next time, w

Now here's a novel suggestive stalking

A Midwestern b don't want to rew Age reporter's att otherwise empty envelope, which was scribbled on by what appears to be a crazed teen admirer ("UR My Idol!").



RICHARDS: Clearly, time is on his side.

Another envelope followed. This one held a collage of magazine letters spelling out "I've got my eyes on you" and a Photoshopped picture of the reporter in question mugging with **Penelope Cruz**. The third day, the shop came clean with a scribbled note from "your secret admirer" and a red rose, as well as promotional materials for the agency.

We wondered what some of the shop's larger clients thought of this stalker approach to PR, so we called them to see if they'd taken advantage of anonymous-panty mailings in their own press outreach.

Said a spokesman for American Century Investments—which, despite its place on the shop's online list of clients hasn't used it for more than a year: "That's not something we would do as a company."

A spokeswoman for Hallmark—a brand that just screams "sexually suggestive stalking"—said, "We're about connecting and communicating with people openly, so that's probably not something we'd do."

In an interview, the shop's creative director confessed to pulling a similar stunt at another agency and said it led to greater awareness. "Some people thought it went a little over the line," he said. "But it broke through."

—JEREMY MULLMAN

Six degrees of Backer & Spielvogel

Backer & Spielvogel was not only one of the hottest shops of the early 1980s, it also proved to be one of the hottest agency reunions last week. What started out

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Backer & Spielvogel was not only one of the hottest shops of the early 1980s, it also proved to be one of the hottest agency reunions last week. What started out as five or six guys sitting around and playing with the idea of gathering turned into a party with more than 200 RSVPs. Not only that, BackerReunion.com turned into a social-networking site with more than 400 members and photos and video of interviews and old work. If nothing else, the site's worth a look for all of the awesome 80s hair. Former Backer employee **Jackie Saril**, who's now principal at Squeakywheel Promotions, joked, "The '80s were kind to no one."

In the idea of gathering turned ly that, BackerReunion.com han 400 members and photos else, the site's worth a look for all yee **Jackie Saril**, who's now The '80s were kind to no one." former Backer employees: CMO of Johnson & Johnson, rd Media VP **Michael Iao**. The the reunion and the site acquaint Interactive, **John e O'Neil** of Funnel Networks. asked former employees to submit more photos and memories for a book he offered to helm.

Do NOT send bunched-up undies to kwheaton@adage.com.