

Account wins

The Event Business has secured a lucrative contract with Land Rover Corporate Fleet Sales to produce all of its events and hospitality for 2008. This includes 24 events, eight exhibitions and five planned hospitality packages, including a stand at the Royal International Air Tattoo and hospitality at the Goodwood Festival of Speed. The company has also been awarded all events for 2008 for Land Rover UK Marketing for the 14th year running.

Creative events and video specialist **Fresh** is on course to double its turnover after securing five new blue-chip clients worth more than £3.5m. In the past three months the North West-based agency has won contracts with Tesco, Abbey, House of Fraser, Npower and the Body Shop. The latest wins join Fresh's existing client list, which includes Marks & Spencer, Matalan and Burger King.

Event design agency **Image Creative Design** (ICD) has won its first show-branding commission for Emap Communications. The Brighton-based company will be responsible for a total rebrand of the Professional Beauty 2008 exhibition, which takes place at Excel London from 2-4 March, including the design of tickets, adverts, brochures, graphics and stands. "We have nurtured the Professional Beauty brand for 12 years, and gaining this endorsement from Emap is tremendous," said ICD chief executive Graham Forster.

Experiential agency **Sense** has won the job of managing the Müller Rice Perfect Snack tour for the second consecutive year. This year's campaign is to feature a branded double-decker bus that will tour festivals, shopping centres, town centres, university campuses and offices from April to July. A total of 925,000 samples are expected to be distributed during this period.

Cancer Research UK (CRUK) has reappointed agency RPM to manage its Cancer Awareness Roadshow 2008. The agency has already completed a roadshow throughout 2007 for the charity, and the pilot scheme in 2006 (Campaign, p31). This year's outing will include four mobile units. CRUK has also appointed Drive Productions to handle production of its annual fundraising event, Sound & Vision, for the third year.