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People and Accounts of Note

By Stuart Elliott

Alliance for Climate Protection, founded last year by Al Gore, named the Martin Agency, Richmond, Va., part of the Interpublic Group of Companies, as its first agency. Spending for a campaign, planned to run for three to five years, has not been determined.

Brandweek magazine, New York, owned by the Nielsen Company, presented its 16th Marketer of the Year Awards. Reginald Fils-Aime, president at Nintendo of America, was named Grand Marketer of the Year for the success of Wii. The other 2007 honorees are: Andy Glaser, brand director, Heineken, for Heineken Premium Light beer; Mark Hall, president at the Monster beverage division of Hansen Natural; Beverly Lybrand, vice president and general manager for the HPV division at Merck, for the Gardasil vaccine; Ann Mukherjee, vice president for marketing at the Frito-Lay unit of PepsiCo, for the Doritos campaign featuring commercials for the Super Bowl that were created by consumers; Andreas Ostermayr, chief marketing officer at the Dannon division of Groupe Danone, for Activia probiotic yogurt; Howard Schacter, chief partnership officer, Steve & Barry's; Ben Silverman, co-chairman of the NBC Entertainment and NBC Universal Television Studio units at NBC Universal, part of General Electric; Ted Ward, vice president for marketing at Geico, owned by Berkshire Hathaway; and Ed Wunsch, director for marketing at Crocs. Ms. Mukherjee also received the Yahoo Big Idea Chair award for the Doritos campaign, which recognizes work that is deemed "particularly creative and innovative."

Michele Colombo, global brand director for Pall Mall cigarettes at the New York office of OgilvyAction, part of the Ogilvy & Mather Worldwide division of the WPP Group, was promoted to executive vice president and managing director for the office. He succeeds Thierry Anglade, who left, the agency said, to pursue personal endeavors.

John Eckel joined Alliance, part of the Grey unit of Grey

Global, as president and chief executive. He succeeds Jarrod Moses, who recently left to form the United Entertainment Group, New York, with the United Talent Agency. Mr. Eckel had been a senior commercial endorsements talent agent at Creative Artists Agency, Los Angeles.

Andrew Otto joined Philippe Becker Design, San Francisco, as senior design director, a new post. He had been associate creative director at Brand Engine, Sausalito, Calif.

People in Business, London, was acquired by TMP Worldwide Advertising and Communications, New York. Financial terms were not disclosed.

Amy Steiner, director for client marketing at Sports Illustrated magazine, New York, part of the Time Inc. unit of Time Warner, was named executive director for brand marketing. She succeeds Sean Tresvant, to joined the Exeter Brands Group, New York, owned by Nike Inc.

David C. Swanson, chairman and chief executive at the R.H. Donnelley Corporation, was elected chairman at the Yellow Pages Association. He succeeds Dennis Payne, president and chief executive at AT&T Advertising and Publishing. Mr. Payne is retiring from AT&T and will be succeeded there by Frank Jules, who had been senior vice president for business marketing. The Yellow Pages Association also elected Katherine J. Harless, president and chief executive at Idearc, as vice chairwoman; Mr. Jules was elected secretary-treasurer.

Jeff Wellington joined Reader's Digest magazine, New York, as publisher. He succeeds Ben Madden, who left after the magazine and its parent, Reader's Digest Association, was acquired by Ripplewood Holdings. Mr. Wellington had been president and group publisher at the Parenting Group of Time Inc., New York, which was sold to the Bonnier Group.