

# ADWEEK

Give customers the chance to win something they really want.  
Miles make a great prize.

Apply Now

A Delta SkyMiles

HOME REGIONAL NEWS IN PRINT CREATIVE BEST SPOTS ACCOUNTS IN REVIEW CLASSIFIEDS ||| CURRENT ADWEEK PRINT SUBSCRIBERS CLICK HERE!

June 30, 2003

MANAGE ACCOUNT LOGOUT

ARTICLE SEARCH

ADVANCED SEARCH | HELP

GO!

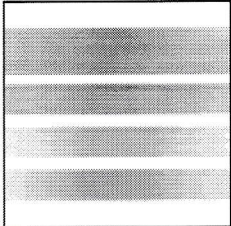
>> SUBSCRIBE NOW

> GET EMAIL UPDATES

> SEARCH DIRECTORIES

> FOR PRINT SUBSCRIBERS

SERVICES & RESOURCES



IQ Interactive

Industry Reports

Calendar of Events

Adweek Events

About us

Contact us

Advertising Opportunities

FAQ

**Reuters & VNU**  
The net's best entertainment coverage

## SouthWest

CHANGE REGION

All Regions

go

>> SPONSORED BY:

### Lipstick on His Collar? No, It's Hotter

June 26, 2003

By P. Kelly Smith

#### DALLAS

Omnicom's Tracy Locke Partnership breaks a television spot Tuesday promoting 7-Eleven's new Spicy Italian Big Eats Griller Sausage.



The Spicy Italian Big Eats Griller Sausage gets a husband in trouble in new spot via TLP.

The 15-second spot opens with a housewife sorting laundry. As she holds up her husband's shirt, she notices what appears to be a lipstick stain on the collar. She quickly reaches for a second and third shirt, but they all bear the same stain. By the time she gets through inspecting all of her husband's shirts, her mouth is wide open in disbelief.

In the next shot, her husband is seen strolling out of a 7-Eleven with a Spicy Italian Big Eats Griller Sausage in his hand. As he takes a big bite, he wipes the excess sauce off on the collar of his shirt. As he grins, a voiceover says, "The new Spicy Italian Big Eats Griller Sausage. Made by Oscar Mayer. Topped with DiGiorno marinara. So good you can't hide it."

The spot concludes with the 7-Eleven logo and a voiceover that says, "Hungry? Thirsty? Oh thank heaven." The ad by the Dallas shop will run in spot markets in the U.S. and nationally on cable and network channels through the month.

The effort follows a January campaign from TLP that introduced the client's Dreammm Donut.

Billings are undisclosed. 7-Eleven spent \$40 million on advertising last year, according to TNS Media Intelligence/CMR.

SAVE THIS

EMAIL THIS

PRINT THIS

MOST POPULAR

#### MORE NEWS

- ▶ A Little Sara Lee Makes a Difference
- ▶ DDB's 'Big Game' Scores in New York **AW**
- ▶ Lipstick on His Collar? No, It's Hotter **AW**
- ▶ Fogarty's Loss Is Burnett's Gain
- ▶ Keating Unites Tulane's Medical Services **AW**
- ▶ Lopez Negrete Talks Terms With Microsoft **AW**
- ▶ Kinko's Wants to Refresh PR Thinking **AW**
- ▶ Rockfish Assigns Creative to Loomis **AW**
- ▶ Southwest Shops Reap Honors at Cannes **AW**
- ▶ Sullivan to Refocus Ryan's Texas Office **AW**

#### NATIONAL/INT'L NEWS

- ▶ WPP: Global Revenue Stagnates
- ▶ Cordiant Investors Approve Disposal of Assets
- ▶ Old Navy Queries Hispanic Shops
- ▶ Dasani: 'Can't Live Without It'
- ▶ B&W Eyes 4 Finalists for \$50 Mil. in Media

Advertise your site with Overture...

