

Signals in the Static: **Mariah Carey** stars in a new commercial for Intel. **Robert F. Kennedy, Jr.** appears with his family in ads for Gant sportswear, in return for a donation to his environmental organization. **Barbie** and **Ken**, estranged for 2 years, will re-unite, now that his makeover (cargo pants, motorcycle jacket, fitted suits) has been completed. After a 10 year absence, the **Jolly Green Giant** returns to TV advertising. Died: **Jeanette Carter**, 82, the last surviving child of country music's original Carter Family; **Albert Weimorts**, 67, designer of the "Bunker Buster" bomb used in Desert Storm.

RJR Reynolds opens an upscale smoking lounge in a trendy Chicago neighborhood, offering fresh tobacco leaves and a tobacconist who will hand-roll a pack of cigarettes in any of 9 flavors (\$8/pack). The lever-action **Winchester** repeating rifle carried by pioneers, Wild West lawmen, and John Wayne, will be discontinued in March. Poultry producer **Tyson Foods** offers a free "Giving Thanks at Mealttime" prayer booklet on its Web site, as part of its efforts to be "faith friendly." More than 25,000 have been sent out since August. **Starbucks** is developing a "digital fill-up" strategy using a branded, proprietary wi-fi network so customers can download digital videos and music from their site. **Sony Pictures** announces prices for movies in its new Blu-ray DVD format—a 15-20% premium to current DVDs.

Target paints its logo on its stores' roofs to be visible in **Google Maps**. Bozeman, Montana revokes an ordinance allowing the city to sell advertising on city vehicles. **Parking Stripe Advertising** puts marketing messages on the white divider lines in parking lots. www.parkingstripe.com

New Products: **Wonder Bread** will spend \$10M to introduce "Whole Grain White" bread. **Rebecca & Drew** produces button-down shirts for women that incorporate bra sizes into their shirt sizes. **Time Capsule Toys** debuts a talking "Princess Diana" doll (\$30) that says 25 phrases including, "I sit here in sadness," and "I'd like to be a queen of people's hearts." **Fisher-Price** will introduce a digital music player and digital camera for children ages 3+.

Restaurant Trends: **Urasawa** in Beverly Hills mixes salted water and seaweed, lets the moisture evaporate, then grinds the newly formed crystals into a fine briny powder. In NYC, **Kittichai** crusts white *hamachi* sashimi with black squid-ink salt. **Landmarc** in NYC serves smoked mozzarella and ricotta fritters with fried zucchini. **Sona** in Los Angeles offers mussels tempura, while Denver's **Rioja** deep-fries preserved lemon. **The Ventana Room** in Tucson gives diners four kinds of peppercorns (freshly ground every half hour). At **Waldy's Wood Fired Pizza & Penne** in New York City, diners snip their own basil and sage from an herb planter. *Food and Wine*.

Reggaeton: This Puerto Rican-born music style is a hybrid of several Latin American influences—bomba and plena—combined with Jamaican reggae and hip-hop and rap. Radio stations in L.A., Houston, Miami, Denver, Chicago, San Francisco, and Dallas have converted to this hot format. *Ad Age*.

Power Brands: Ranked by likeability and awareness, **Hershey's** is the most powerful brand among consumers 13-49, followed by **M&M's**, **Reeses**, and **Oreo**. No. 5 was **Sony**, followed by **Kellogg**, **Kleenex**, **Kraft**, **Nestle**, and **Google**. Ranking 1,079th—**Atkins**. *Adweek*.