

# Real-life Ghostbuster

**By Laurel Wentz**

[CANNES, FRANCE] Even without the ghostbuster costume, Bob Isherwood had an enormous impact on last week's International Advertising Festival that will be felt for years.

Just as Lowe Group Chairman Frank Lowe—knighted Sir Frank Lowe this month—is still remembered six years later as the jury president who wouldn't give a Grand Prix in 1995, Mr. Isherwood will go down in festival history as a warrior against scam ads.

Mr. Isherwood, worldwide creative director at Publicis Groupe's Saatchi & Saatchi and president of the TV and print and poster juries, made his mark with the creation of "The President's Log," a confidential record of the offending agencies he has exposed and whose work he has thrown out. He said he will give it to the festival's organizers to pass to next year's president.

Before completing the TV shortlist, Mr. Isherwood and jury members again reviewed the list to make sure no scam ads had

slipped through. About a dozen suspected fakes were eliminated from the TV list earlier in the week, and Mr. Isherwood got on the phone to check doubtful entries. "I haven't come here to victimize people," he said at the end of the week. "But I'm annoyed these sorts of entries have created more work for us with a growing number of entries to judge."

Said Mr. Isherwood: "The scams varied from commercials with soundtracks that had never run—they added a soundtrack with famous music later—to ads that featured famous personalities no one believed those tiny advertisers could have afforded talent fees for." □

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