

interpartners

newsletter

APRIL
2010

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Pegasus PR employs 20 people and ranks among the key PR agencies in the country rolling out nearly 50,000 press publications per year, after 10 years of existence.

Last year, Pegasus moved (their advertising and PR units) to new and much larger offices close to the city centre.

Hamburg has it

Two days of hard work between our partners working on the **P&G-Wella** account master minded by **SelectNY** were truly worth it. The group (involving colleagues from Germany, the UK, Hungary, Russia, Greece, Poland with input from Romania as well) went through a comprehensive de-briefing session after their first year of servicing this important client.

Key on the agenda featured the subject of making our "**OneAgencyNetwork**" concept work as smoothly as possible. Mission succeeded.

DCH London moved



Our London colleagues have moved to what is probably the cosiest address in London:

Charlotte Street 60 – London W1T 2NU.

Please note their new central telephone number: +44 207 7632 7600

Don't hesitate to pay Andrew, Matt and their team a visit: the neighbourhood abounds with charming eating and drinking places and has played a big part in British advertising history.

DCH's digital team remains housed in the "DCH in the country" office located in Bradford-on-Avon.



Tata's Nano car introduced to the Polish press



Slawomir Chmielewski 's PR team at **Pegasus** booked a brilliant success organising a press presentation of **Tata's** new **Nano** mini car. The event assembled more than 50 journalists from print and TV.

Tata



2009: a "brutal" year (Martin Sorrell)

A study among a cross-section of 84 British agencies (large and small, creative to digital) undertaken by **Campaign** tells a rather gloomy story about the "pain" of 2009. Fact one: anything better than "flat" (income, margins, staff levels) is to be cheered. Network agencies in particular suffered from both Wall Street/Cit pressure and the squeeze from multinationals (Sorrell's WPP group revealed a 16% fall in profits across the board, with revenue falling 10.2% in Western and 6% in Central/Eastern Europe). In media, things looked even worse with centralisations driving down prices and 2010 continuing to be grim. The flexibility of independent agencies helped them to fare slightly better and resist margin pressure albeit only slightly so. Direct and digital agencies appear to have performed better in a still expanding sector, in particular the digital specialists – but here too, pressure on prices is on the up. PR agencies tend to benefit from charging good money for social media activities.

Campaign's conclusion: the key plank of financial health depends on agencies finding new revenue streams to reduce their dependence on billings-related income. The changing media landscape offers unique opportunities to diversify in so-called "doing" (branded content, search, online/social media advice) and "thinking" (analytics, communication planning, customer journey viewing).

Big change in Australia

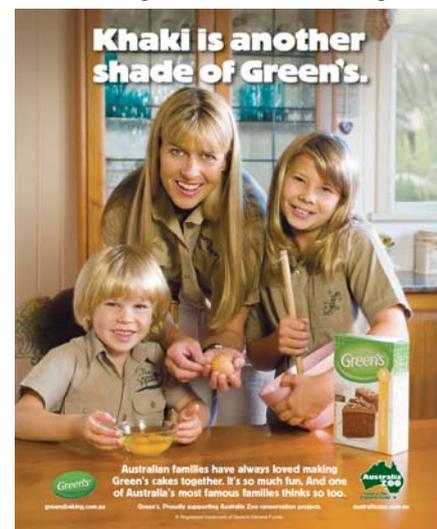


All network activities in Australia are now entrusted to the safe hands of **Ben Elvy** and **Rob Willett** – you've met both at our annual meeting in Istanbul. Their agency, **One For All** in Sydney is doing a wonderful job looking after network interests. Better still, they have decided to duly confirm their membership and actually contribute to the promotion of network activities in the Australasian region in cooperation with Liu Chian Chiu in Singapore.

Further good news from "down under" is the work the agency has produced for their client **Green Foods Australia**: quirky commercials featuring the family of the "Crocodile Hunter" making cakes and pancakes in the "Australia Zoo".

One For All has also been awarded the account for a string of Australian luxury resorts owned by US giant **Delaware North Parks and Resorts**.

More details: ben@oneforall.com.au



Kreatura hit the scene in Warsaw

kreatura

Lucian Georgescu was invited to chair the **Kreatura** jury in Warsaw. It took two day long sessions on March 22 and 23 to come to a broad selection of off- and on-line productions. Lucian's presence in Warsaw was grasped by Slawomir and Berry to sit together and discuss trans-regional development plans. The meeting also enabled Slawomir to introduce Berry and Interpartners to the key Polish advertising trade publications.

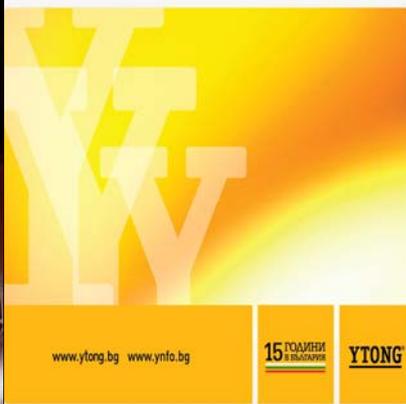
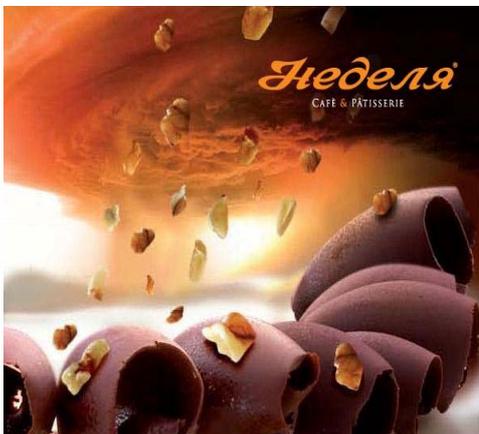
Relations are developing pretty fast between our south-eastern European regional partners who are actively working together, exchanging business covering the larger SEE-Region market between them. Clients and prospects include **Intersport** (introduced by Athens), **Xella (Ytong)** a client working in Bulgaria and Romania, the 2-markets business for **Billa** and several others in the pipeline. A working session will be hosted by **Solid** in Athens, planned for mid June to encourage this development and set up a detailed road plan for joint action.

Talking about Sofia

Katya's team is busy producing a new commercial for their client **Nedelya**, a nationwide chain of pastry & coffee shops. This is the 5th commercial in a range of TV and internet formats launched by the agency.

InterImage – the PR arm of the agency – has developed a project for **Beefeater** involving a major open-air event including a fashion show. The same PR division is setting up a road show for **Ytong** including happenings, DIY training and press conferences.

Info: katya.dimitrova@interpartners.bg



Say hello to Larry Lew and Alan Chen



China has been written in fluorescent letters on our network's planning board. This is how we've been happy to come across the team behind **AsiaMatrixBrand** – a highly interesting B2B and B2C agency established in Beijing (since 2000) and Shanghai (since 2005), with an additional contact office in Singapore (working together closely with Tropical Communications, our IP hub-partner agency there). AsiaMatrixBrand provides a full service resource for clients such as Siemens, Tate & Lyle, Bausch & Lomb, Evergreen and handles below projects for Coke too – plus a range of domestic advertisers. Larry Lew, who has 12 year long working experience of the Chinese marketing scene (working with multinationals such as Bozell and BBDO) will be happy to assist should China come into focus for one of your clients.

For more info (and a detailed agency presentation) contact berry@interpartners.info



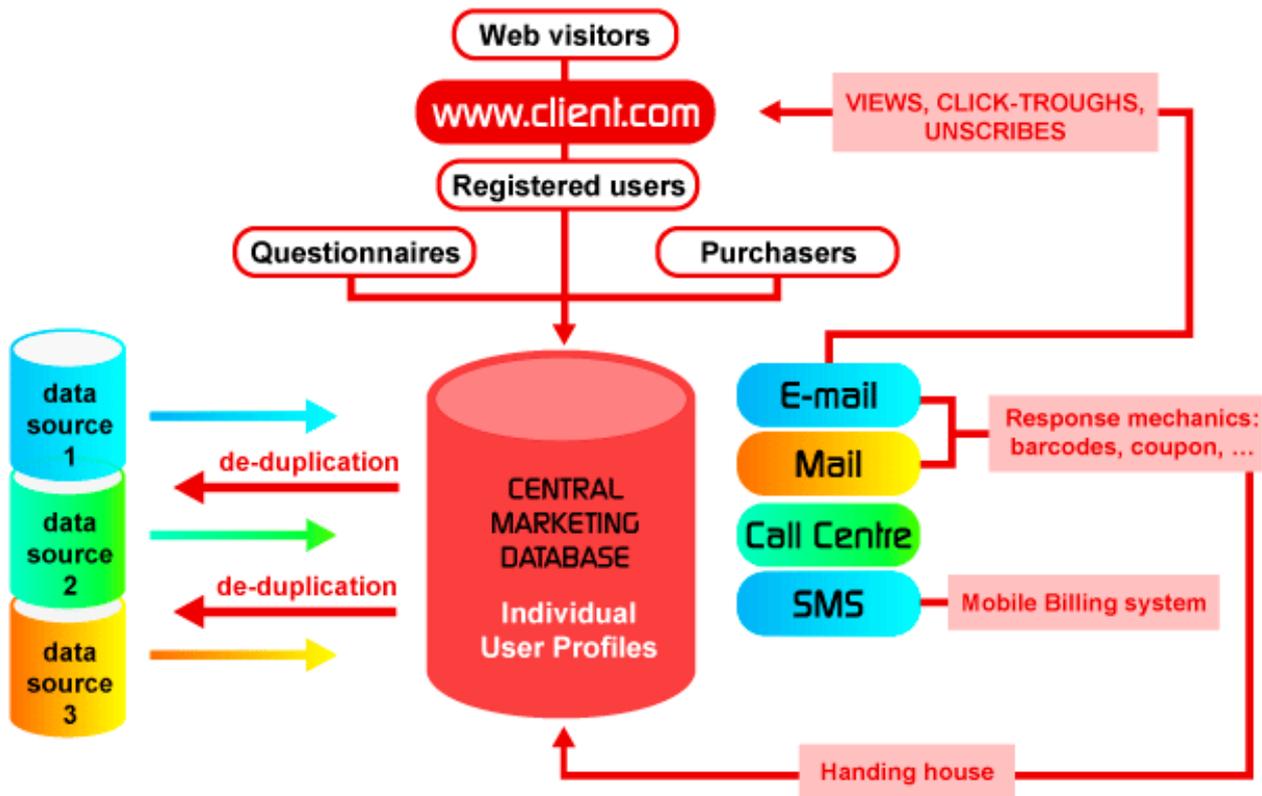
"The next big thing is digital" (Bob McDonald, Procter & Gamble in AdAge)

One of today's key concerns facing our clients is how to manage interaction between off- and online. Love it or hate it, we're thus deep in it too.

Here's a software package developed by **MSS** (London) that offers an interesting solution.

Indeed, **DataCentre** integrates all customer and prospect information into one central, information-rich database. Marketers are able to perform a range of marketing tasks at the top of their finger: from customer classification and segmentation to personalized direct mailings and call centre tasks specification, to campaign response analysis, campaign ROI calculation and customer insights.

DataCentre "Closed Loop Architecture"



As illustrated, DataCentre takes feed of named individuals from disparate sources - websites, email, online DM, call centres, CRM, SMS, couponing, etc - and "knits" them together into a single view whereby all the interactions and call to actions are tracked and can be objectively assessed in terms of ROI.

To help your clients manage large and complicated interactive marketing campaigns, DataCentre could well be the answer.

MSS Europe and Interpartners are planning a workshop for Interpartners agencies on the theme "How DataCentre optimises your clients DM & CRM strategies".

Tentative date: week 20(May) in Brussels

For more info contact: anouchka@interpartners.info

Toasting to Greek wine

It was **Stavros Leoussis** who kindly introduced **The Syndicate** agency to SelectNY to cooperate on the P&G Wella account (for conflictual reasons). His recommendation was genuinely appreciated both by our German colleagues and the local client. Here's a sample of the work undertaken by The Syndicate to promote wines from the **Peloponnese** for their client Cavino.



Taking consumers by the nose **SCENT MARKETING INSTITUTE**

The leading authority on scent-supported marketing

Marketers like Samsung, Hyatt, Rolex and Singapore Airlines (and their agencies) to name a few, have experienced how the use of "smell" is processed to create emotions and exercise a strong influence on decision-making. How exactly do multisensory marketing and communication efforts influence brand awareness? According to the **Scent Marketing Institute** "...almost every brand, every product has the potential to be represented via a scent".

How this is done will be the subject of a Scent Marketing Master Class which will take place on **May 27, 2010 in Amsterdam** (The Netherlands). The session will be limited to 50 participants.

For more information on this event, go to www.scentworldevents.com

Coming soon...

With spring in near blossom we'll also be happy to introduce you to the new network's website. We expect to be on line during the second half of April. Cross fingers.

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