

# interpartners

sharing talent

## online news

**APRIL**  
**# 2/2008**

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### Interpartners pan-regional working session in Sofia

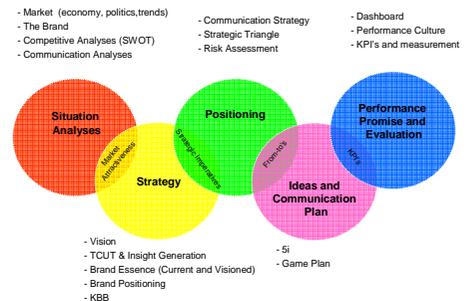
Network partner agencies from Greece, Turkey, Romania and Bulgaria came together in Sofia on April 16 and 17 to discuss trans-regional business opportunities in a region stretching from the Black Sea to the Mediterranean shores.

A candidate network member agency from the Ukraine – Horus in Kiev – also joined the meeting.

Not less than 14 selected business projects were submitted for implementation across the region, essentially by our colleagues from Athens and Istanbul. The discussion also touched the issue of revealing the marketing potential of the region to West European and global companies.

Decision was also taken to introduce a business consultancy tool, called "Guidefish Model" conceived by Art Grup (Istanbul).

#### Guidefish business consultancy



The idea is to develop this model into a stand-alone strategic resource, providing marketers with a cutting edge opportunity to enter the fast-growing markets of south-eastern Europe, minor Asia and the Middle-East.



Katya and her Sofia team...proud to host their network colleagues



From left to right, Romanian colleagues Cătălin Iancu and Adrian Călărășu with guest from Kiev, Nikolai Kononuchenko



Stavros Leoussis and Fehmi Özkan do speak the same language

## Nothing beats the smell of New York

From June 29 to July 1<sup>st</sup>, the Big Apple will be the centre of the world of Scent Marketing. A perfect excuse to come and learn about the latest developments of scent delivery systems within comprehensive marketing plans.

Proclaimed by Advertising Age as "One of the Top 10 Trends to watch" scent marketing is catching attention across the world. Large advertisers have entered the "scent dimension" en masse, realising that there's no stronger connection between scent and the emotional centre of the consumer's brain.

The conference will take place at the Marriott Marquis Times Square and a discount of 15% is granted to readers of our on-line bulletin.

For more info, click on the photo:



## US ethnic groups worth \$ 2000 billion

A factor not to be understated is the phenomenal growth of the ethnic market in the US. Latino, black and Asian consumers not only represent a billion-dollar sales outlet, they also exercise a marked influence on purchasing trends. "It is therefore remarkable" says Lisa Skriloff of Multi-cultural Marketing Resources, that "hardly 4% of the advertising money is invested in this market". Many advertisers tend to avoid the risk of wrongly addressing ethnic consumers. "Right so" believe Jay-Z, a famous US rapper who started his own ethnic ad agency in New York: "it's not easy to grasp cultural divergence".

**Partners + Napier** in Rochester and **Grupo Ferrer's** ethnic unit in Los Angeles are our two network partners in the US, able to give you true insight on the importance of the ethnic factor in US marketing.

## Romania's investment boom spills off substantial ad spending

Our Bucharest colleagues at **Imager** are facing a period of intense new business solicitations. Imager acquired its first banking client (**Credit Europe Bank**) and also started working for **Radisson SAS hotels** and **Donerville Tihani** wines. The agency's last year's sales exceeded € 10m (\$ 15m) and is now ranking 9<sup>th</sup> on the Romanian ad scene.

## Pegasus (Warsaw) fits Junkers to the Polish market

Junkers – part of the Bosch group – has asked Pegasus to launch a nationwide promotion for its Pipe fitters installing stoves and solar collectors.

The aim is to build a strong brand position among installers, trade and end consumers. Junkers is investing heavily in advertising, with a strategic mix of direct marketing tools including DM, e-mailings, SMS, telemarketing and phone drives, the Internet and POS.

For more information: Pawel Rokicki - [p.rokicki@pegasus.pl](mailto:p.rokicki@pegasus.pl)



## Do agencies see the “big picture” ?

According to a recent TNS MediaIntelligence / Cymfonie poll, 60 marketers in the US, France and the UK, believed that “agencies don’t get it” in terms of the use of social networks or video-sharing.

Clients at large complain that their agencies lack skills to help navigate the social landscape. Forrester Research, in a report published last month, found that agencies are poorly structured to help clients leverage opportunities with communities of shared interests. “...they put up a good presentation about what social media is, but when it comes to implementing campaigns, expectations are seldom met” says Jim Nail from TNS.



50% of marketers said social-media efforts should be handled at executive level, whilst 30% agreed that social media is a “revolutionary opportunity”. This may pave the way for new providers to jump in. Says Carolyn Holliday from Fila USA: “I really think agencies need to focus more heavily on how they can build excitement within the live space of the internet”.

*(Source: Adweek – Febr. 28, 08)*

## A very, very good luck to you Anne-Marie

Anne-Marie Weeden (Doner Cardwell Hawkins) has left the London scene opting for a totally different future: hosting a lodge in Uganda. Anne-Marie has been involved in many Interpartners business projects, to genuine appreciation of all her network colleagues. She will be replaced by Matt McMinn who’s eager to meet us all.



## SelectNY 'books' a great win

Our German colleagues in Berlin won the pitch for the re-launch of **Thalia Buchhandlungen** – a nationwide chain of bookshops.

The campaign will include a full range of communication channels, starting with the revamping of the stores to fully fledged consumer and promotional campaigns. The agency developed a concept putting books at the heart of the emotions of life.

For further info:

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## European Performance Satisfaction Index (EPSI)

Competitiveness doesn't necessarily depend on low prices. Research undertaken by EPSI (European Performance Satisfaction Index) explains why Greeks are pleased by their supermarkets or why product quality is important for the Danes. EPSI is the result of an initiative from the European Commission, implemented by the Stockholm School of Economics. Customers in most countries do want a good price tag, yet one of EPSI's features is that cultural differences are taken into account and results calibrated to identify what gives people satisfaction in different countries. Basic EPSI material can be downloaded from [www.epsi-rating.com](http://www.epsi-rating.com)

## Internet in Russia...and the UK

According to the most recent research data, internet connections in Russia would grow 30% in the course of this year to reach the 46m level (the number stood at 35m in 2007). This is not including Russian speaking population in the neighbouring countries of Ukraine, Baltic states, Belarus, Georgia, which puts Russian among the 10 languages most used on the Internet.

Penetration is at its highest in the Moscow area where 60% of the population benefits of web access (with a very large majority at broadband speed).

As for the UK and according to the Internet Advertising Bureau, by the end of 2009 the Internet will have grown into the country's key advertising medium, beating both the television and print media market. Online advertising investments already took 15.3% of the total UK media advertising cake in 2007 (compared with 19.9% for print and 21.8% for TV).

## Visa and the Olympics

GN-Interpartners special below the line unit (Gorod-L) has developed a substantial promotional activity for Visa cards in Russia, Ukraine and Kazakhstan. The campaign has started in April and will run for two consecutive months.

Three type of TV commercials have been created, as well as print and internet support. Of special interest is the fact that 78 banks in Russia, 42 in Ukraine and 16 in Kazakhstan ensure tie-in activities and mail shots to a total of 77 million cardholders in the 3 countries.

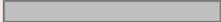
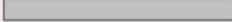
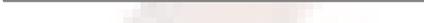


The promotion, under the heading "*Pay by Visa card and get a chance to be part of the Team in the Beijing Olympics 2008*" will also take place in supermarkets where in-store materials have been installed, featuring Team Visa Athletes.

This major promotional drive for an international blue chip client underpins the high commitment and remarkable efficiency of our Moscow colleagues.

## E-Commerce across Europe

InSites has published recent data on the use of e-commerce in 14 countries in Europe. The table underneath reflects the % of internet populations at large actually proceeding to the purchasing of goods and services via the internet.

Romania	15.6%	
Hungary	15.6%	
Slovakia	38.8%	
Italy	43.2%	
Spain	43.9%	
Poland	50.7%	
Belgium	54%	
France	54.6%	
UK	57.8%	
Germany	59.2%	
Netherlands	63.5%	
Switzerland	63.7%	
Danemark	70.4%	
Sweden	71%	

Both the total value of e-commerce and the average value per purchase are increasing by the year. In a small country like Belgium, 14 million purchases haven been made in 2007 with an average value of € 146/purchase.

In France, online sales totalled € 11.7 billion in 2007 (+25% compared to the previous year).