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## Turkey's top 5 largest ad agency joins Interpartners

**Question:** what do the leading Turkish airline + the leading Turkish bank + a global mobile phone brand have in common ?

**Answer:**



Turkish leading independent ad agency.

Owned and managed by **Özgür Sağlam** and **Fehmi Özkan**, this 21-year old agency reflects what today's Turkey is all about: double-digit growth (5 times the average sector's rate), an entrepreneurial way of servicing clients across the whole communications spectrum and an innovative HR policy allowing its 55-strong staff to cash in on the agency's expansion.



Özgür Sağlam

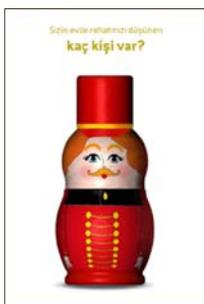


Fehmi Özkan

Fehmi's international background (including P&G) made the decision to join Interpartners an easy one. "Our future is strongly linked with the phenomenal growth across Europe's south-eastern markets and we believe that joining forces with our network colleagues represents an important step towards answering today's client needs".

More info: [www.artgrup.com](http://www.artgrup.com) & [www.interpartners.info](http://www.interpartners.info)

Email F. Özkan: [fehmi@artgrup.com](mailto:fehmi@artgrup.com)



## More about Turkey

Unlike other outlets in south-eastern Europe, which had to build themselves from scratch, Turkey benefits from an established market with massive growth potential.

It has a sizeable population of over 70m of which, unlike much of Europe, 59% are aged under 29. This audience has a voracious appetite for better living and innovative brands. No wonder the country's high volume of consumption and newly acquired economic stability is attracting global marketers. Interestingly, the Turkish market offers substantial room not only for global players, but also for many more local advertisers. While international services and brands are increasing their presence, domestic brands have the ambition to move beyond their home market.

No wonder the Turkish advertising sector has grown at more than 20% over the past five years and reached an expenditure of \$ 2.6 billion in 2006. The biggest challenge is to increase ad spend per capita. Most of the multinational networks have not considered the market to be of a high strategic priority, leaving exciting opportunities for local entrepreneurs such as Art Grup..

Another driving factor is the negotiation for EU accession which formally began in October 2006. Achievements made so far show that Turkey may not be as different from the European mainstream as some maintain.

Moreover, in 2010, Istanbul will be the Cultural Capital of Europe, reflecting its European values. The Crystal Apple Awards, the country's creative advertising festival – celebrating its 20th anniversary in June – have clearly secured the status of a European benchmark event.

*(Source: David Blois, Results International in Campaign's Insider's View).*



## Carla Bruni presides to Musa's destiny



Armando Testa – relayed in Belgium by Philippe Gelder's agency **REDLEG** – has produced a multimedia campaign featuring Carla Bruni and **Lancia's Musa car**. The (beautiful) spot runs both off and on-line and have also been adapted to print....Don't miss this opportunity and have a look at [www.lanciamusa.be](http://www.lanciamusa.be)

Redleg grasped this opportunity to run a joint promotion involving two of the agency's key clients: Lancia and The Phone House.

Should you still wonder about effectiveness in advertising: Lancia's sales in Belgium have grown with double digit figures in 2007.

To face the agency's growth and motivate its staff of 16, **Annouchka Louwagie** – pictured here – has joined Philippe Gelder as managing partner and client service director. In doing so, she's taking over day-to-day management, leaving more time for Philippe to develop strategic options.



## News from down under

Neil Ruff has retired to the Claire Valley wine growing region and his function of chairman of the **Coo'ee** group has been taken over by **John Dawson** (General Manager of Coo'ee New Zealand).



COO'EE

John is by the way happy to announce that his agency has just been appointed by **Henkel** to look after their **Sellotape** adhesive business.

(Contact: [johnd@cooee.co.nz](mailto:johnd@cooee.co.nz))

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## WPP's reward from DELL

Acquiring Dell's global \$ 4.5 billion account comes at a price: WPP committed itself to build a separate agency from scratch with a single profit & loss statement.

Yet the reward is potentially big: the 3-years contract multi-media account will generate annual revenues of \$ 150m or 10% of billings. However, there's also the risk of disrupting other agencies of the group. Indeed, WPP committed itself to hire 1000+ persons to service the massive account, figuring a revenue ratio of \$ 150,000/head.

Still, the 'new' agency will instantly count among the 30 largest marketing organizations worldwide and is allowed to chase other accounts as long as they don't compete with Dell.

A challenge Martin Sorrell won't want to miss.

(Source: AdAge)

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## Gorod-L (Moscow) joins EMCG (Eurasia Marcom Group)

**GN-Interpartners'** Below The Line division **Gorod-L** has joined EMCG, a group specialised in promotions and design action across the Russian Federation, Ukraine, Kazakhstan as well as other regional markets.

(for more info: Eugenia Roubtsova - [roubtsova@gn-inter.ru](mailto:roubtsova@gn-inter.ru))

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## GN Interpartners Moscow's new address

Our Moscow partners have moved to new, more central premises, see below their new address:

GN-Interpartners

Khroustalny pereoulok,

Bat 1, Office 91A

RU-109012 Moscow

Phone/fax +7 495 933 8727

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## Global 2008 ad spending

According to MediaPost (US), 2008 will see a relatively healthy growth of advertising investments worldwide. The US marketplace will be more tepid, rising 3.7% half of this due to stimuli from the Olympics and elections.

Worldwide spending is projected to rise 6.8% this year. Most of this will come from developing markets, with TV accounting for half of the incremental ad spending during 2008. By comparison, the Internet – on a much lower base – will account for nearly a third of global ad spend growth. Online ad investments have grown 38% in 2007, reaching a total amount of € 11.5 billion.

## “Sau billig”...a glocal benchmark

**MediaMarkt** – part of Germany’s Metro retail giant group – has conceived a funny little pig to promote its low prices offer.

Nothing exceptional about the symbol as such, except that our colleague agencies in Russia – and recently Belgium as well – haven’t been asked by Redblue (responsible for the client’s global communications) to adapt the “Sau Billig” theme to their respective markets.



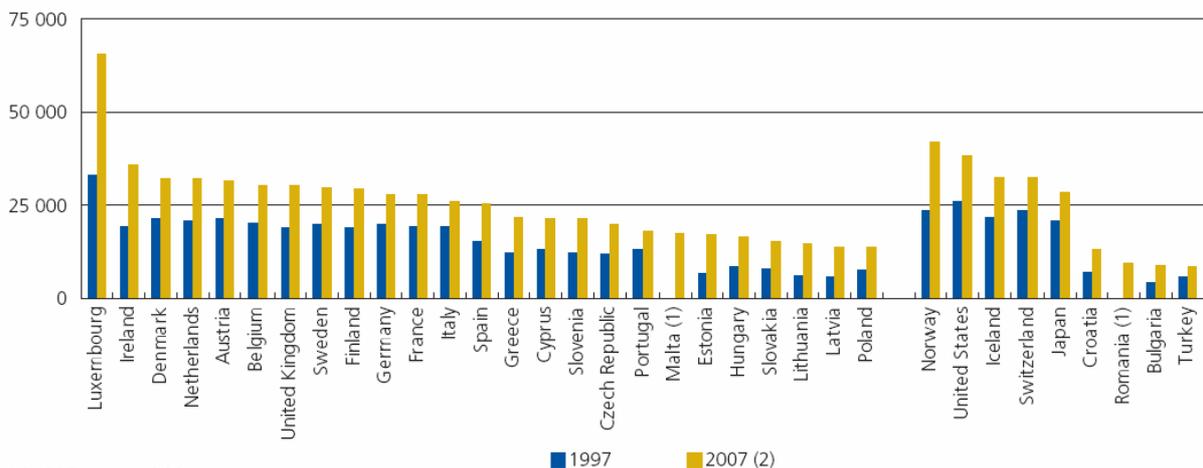
## The poorest...and richest EU countries

A recent Eurostat study provides an overview of purchase power across the enlarged EU market – comparing 1997 results with the situation in 2007. The progress of Ireland in the ranking of richest nations is remarkable – from the 11th place it now ranks second after Luxemburg.

The latter’s figure is biased by the fact that a substantial number of people working in the Grand Duchy resides in one of the neighbouring countries, contributing to the country’s GDP they are however not counted in the per capita calculation.

**Figure 6.1: GDP per capita at current market prices**

(PPS)



(1) 1997, not available.

(2) Forecasts.

Gross domestic product (GDP) is an indicator for a nation’s economic situation; it reflects the total value of all goods and services produced less the value of goods and services used for intermediate consumption in their production; expressing GDP in PPS (purchasing power standards) eliminates differences in price levels between countries, and calculations on a per head basis allows for the comparison of economies significantly different in absolute size.

The emerging markets are catching up fast – some have almost tripled the purchasing power of their population since 1996. The most recent EU members – Romania and Bulgaria - are the poorest with an income of just over a third of the EU average. One shouldn’t however underestimate the effect of money providing from the parallel ‘grey’ economy.

(Source: Eurostat – December 07)

## Sky Health Care Communications wins



Our colleagues from Casablanca have been appointed by **FRESH** mouth care to launch their new product, sold exclusively at chemists'.

## Opening new markets for Hörmann garage doors

**Indus**, a Belgian-based media shop has appointed Interpartners agencies and affiliates in Bulgaria, Turkey, Lithuania and Ukraine to handle a series of trade magazine publications across the region.

## Busy USA with Bright Starts and Kodak

Kids II Bright Starts, a family-owned toy and baby gear company, has appointed Partners and Napier, Atlanta, Georgia, to launch its newest product offerings. Bright Starts' growing portfolio of award-winning products can be purchased in toy, baby and other retail stores worldwide.



How do you convince motion picture professionals that you've improved on the film they know, trust and love?

Partners and Napier successfully accomplished this by having both users of the new film and the Kodak scientists who developed it talk about its extraordinary performance enhancements in print ads, a website and other pieces of the integrated campaign.

For 80 years, every Academy Award® Best Picture winner has been shot on Kodak film.

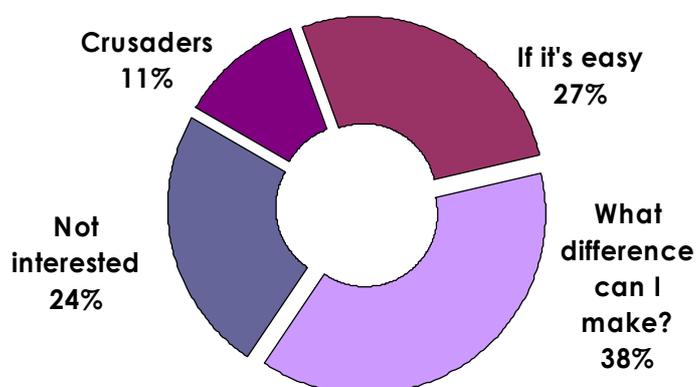
Click on the photo to experience the newest Kodak film

## Ethical consumers

Advertisers are keen to appeal to ethically minded consumers. Timberland is introducing detailed 'green index'-labels on its shoes. Sainsbury's now selling only Fairtrade bananas whereas Tesco, M&S and Wal-Mart have all launched initiatives that bet on the rise of the ethical consumer.

M&S has divided British consumers in four groups: passionate 'green' ones will go out of their way to shop accordingly, those who care but want 'green' to be easy, those vaguely concerned but don't see how they can make a difference and the last quarter who's not interested. According to M&S, three-quarters of British consumers are interested in the green theme in some way.

*British attitudes to green shopping*  
*% in total*



*Source: Marks & Spencer survey of 25.000 consumers, 2007*

Consumers are often suspicious about ethical claims: a study by TerraChoice in the US covering 1,018 products in supermarkets, found that almost all of them were guilty of some form of "green washing". In fact, given a choice, most consumers will be happy to choose greener products, providing it does not cost any more. According to Joe Makower (GreenBizz.com) "...selling green is hard work". It is no good getting too far ahead of the consumer, half a step is about right according to Stuart Rose (CEO of M&S). Much more, and you won't sell. Any less, and you won't lead.

*(Source: Economist January 19th, 2008)*