

# interpartners

## newsletter

**JUNE**  
**# 3/2008**

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- Next network meeting in Brussels
- New business for Morocco, Poland, Turkey, the UK, Italy, Bulgaria
- New staff in the UK

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### Next network meeting

Our next members meeting will take place on **Thursday 2 and Friday 3 October** in **Brussels**.

A private visit of the European Parliament with the opportunity of a face-to-face discussion on the impact of EU policy on our business will be part of the programme.



### In Casablanca, only the sky is the limit

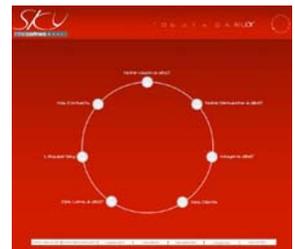
Vincent Corbisier and Adil Lazrak came up with some good news from SKY-Interpartners, announcing two accounts:

the agency gained the business of **Lesieur-Cristal** Maroc and started working for **CGI**, one of Morocco's largest real estate companies .



In the meantime some 6 new TV commercials were produced by French director Hervé Violle for **Attijariwafa bank**, targeting the Moroccans living abroad.

Sky Interpartners has also taken the time despite its busy schedule to create a brand new website, feel free to visit it by clicking on the image:  
[www.sky.ma](http://www.sky.ma)



## Ciao Studio Più!

Here's pictured right an example of how **Daniele de Caro** and his team undertook to advertise **Citizen's new Ecodrive system**, offering up to € 25 discount when changing your old watch.

The campaign is running in Germany, Austria, Switzerland and The Netherlands.



Telepass "autostrade per l'Italia" for which **Studio Più** has produced a major BTL campaign, may soon expand their collaboration across other channels.

Good news too is the return of **Fresh & Clean** who left the agency after 25 years and - surprise, surprise comes back - with new business involving a new line of soaps and toothpaste.

Other business development in Italy includes TV and promotion work for a new line of limoncello and sambuca for **Pallini Liqueurs**. The agency is also proud of its involvement in the Italian Golf Open for the third consecutive year.



## Top salaries paid by multinationals

It is interesting to see that what the 'Chiefs' of the key global communication holding companies have been earning in 2007:

John Wren (Omnicom) \$ 10.4m (bonuses + base salary of \$ 1m)

Michael Roth (Interpublic) \$ 8.9m (bonuses + base salary \$ 1.1m)

Martin Sorrell (WPP) \$ 7.5m (bonuses + base salary \$ 2m)

Maurice Levy (Publicis Group) \$ 5m (bonuses + base salary \$ 1.2m)

Fernando Rodes Vila (Havas) \$ 3.1m (bonuses + base salary \$ 980K)

Robert Lewitt (Aegis) \$ 2.4m (bonuses + base salary \$ 1.3m)

## Dupont Teflon and Sniezka hand in hand for Pegasus

BMW's Formula 1 car is the centre-point of a promotion campaign in Poland supporting extensive ATL activity for **Sniezka Paint** products with Teflon surface protector.

Our colleagues from **Pegasus** in Warsaw have developed an extensive SMS-based action pushing consumers to participate in a national lottery drive, further developed on the Internet as well as classical media.



## Art Grup's Turkish Airlines account happily landed in Sofia

Our colleagues from **Interpartners Sofia** have been appointed to handle **Turkish Airline's** local account in Bulgaria. This account win was arranged by **Art Grup** (the client's long-standing lead agency) following cooperation arrangements discussed at the SEE-Region network meeting in Sofia last month (see previous newsletter).

Says **Katya Dimitrova**, **IP Sofia** CEO: "This acquisition is a vivid proof that working hand in hand with network colleagues across borders is a pretty efficient way of expanding our business and serving our mutual – as well as our clients' – interests. We are particular grateful to **Fehmi Özkan** and his account team for their help and introduction."

## Sofia bis: surfing on their financial market experience

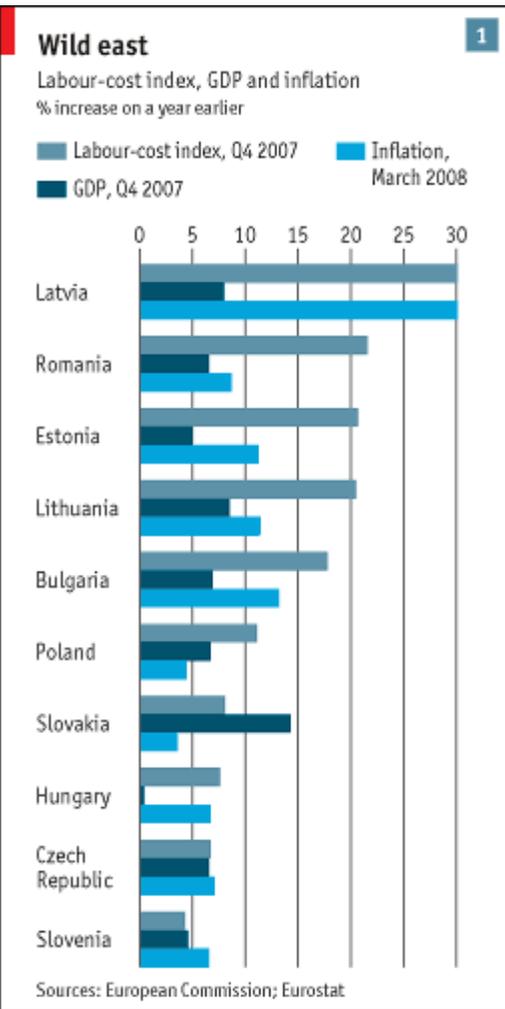
After launches in Czech Republic, Slovakia and Poland, as well as introductory steps on the Russian market, the Czech financial services **Profireal Group** has appointed **Interpartners Sofia** to develop a major advertising campaign on behalf of their Bulgarian company **ProfiCredit**, starting by the end of the year.

IP Sofia sister company **Interimage** will also be involved with extensive PR activities.

The agency also gained the creative for nationwide below and promotion activities on behalf of **Pernod Ricard's Beefeater Gin**.



## The benefits of EU-enlargement



As a recent study published by The Economist amply shows, heading East made Europe as a whole more competitive, providing a big boost to overall growth in a 500m strong consumer market.

Dan Hamilton, an American academic, calls Europe's eastern fringes "the China next door". Yet, whilst providing cheap labour, skilled and motivated workers and an existing industrial base, competing on quality and innovation rather than low cost will become a major long-term objective.

Indeed, some EU newcomers are beginning to struggle with rising labour costs. In overheating Latvia for example, pay in the 4th quarter of 2007 was 30% up on a year earlier. Illustrating the trend, a German lighting company shed 400 jobs in Slovenia to send the manufacturing end to Asia and

Pay level still remains far below the European average (of € 20.63/hour) and appears to be at its lowest in Bulgaria and Romania with € 1.65 and € 2.68 respectively.

In fact, a more mobile and tougher market inevitably sharpens marketing muscles. Renault didn't appear to find it difficult to cope with rising pay at its Romanian manufacturing plant: its profit margin on the low-cost Logan car is over 6%, double that made on the full-price Renault range.

(Source: *The Economist report on EU enlargement, May 31, 2008*).

## Russian's Lukoil hits the road

This is how Lukoil is presenting itself to consumers after the take-over of ConocoPhillips (Jet gas stations) distribution network in several European countries.

Claiming that "every drop counts", the Russian company is planning to undertake action in five European countries. Media will be handled by OMD.



## London picks up £3m Discovery Food account

**Discovery** scores second on the UK Tex-Mex market with a range of cooking sauces, meal kits and condiments. They're planning to invest heavily to challenge market leader El Paso. The campaign (on TV and radio) will start in August. And by the same token, confirms **DCH's** track record of working for challenger brands.



The agency has also been briefed by **Sharp** to develop an integrated campaign to take up rival brands Philips and Sony in the UK.

**DCH** team of 35 people includes a number of new faces: **David Hooper** who joined as Finance Director earlier this year, **Katie Johnson** taking over from Nick Jackson as Group Account Director and **Matt McMinn**, pictured here, in charge of business development.



The agency is currently raising its profile, including launching a new website – to be introduced soon...more about this in our next newsletter.

## Doner ranking # 1 among US independent agencies

According to the latest Adage ranking, London **Doner Cardwell Hawkins'** colleagues in the US top the list of independent agencies with an international revenue of \$ 11m.

**Doner US** head office is based in Southfield (MI) and the agency is also established in Detroit, Cleveland, Dallas, Tampa and Toronto.

All contacts with Doner US are coordinated by **Andrew Hawkins** (London).

## New chairman at Coo'Ee

Our associate, Australasian **Coo'ee** network has appointed **Paul Leeds** - chief executive at Starcom, Melbourne - new chairman of the group with the task of providing more objective external strategy input and management.

**John Dawson** remains the key "down under" contact point for Interpartners ([john@cooee.co.nz](mailto:john@cooee.co.nz))

## News from the Bosphorus

Art Grup acquired the business of **DYO**, Turkey's leading paint manufacturer as well as **Dimes** fruit juices.

The agency also won the first and second position for print category at the Cannes pre-selection held in Turkey. The agency will as a consequence represent Turkey at the Cannes Lions Young Creative Competition.



**Turkish Airlines' new Star Alliance** commercial shot in Sofia by Art Grup will now be aired in not less than 60 countries.



## Germany: weakening ad market in 2008

The ZAW is expecting growth in media investments in Germany in 2008 to slow down to less than 2%. The association analysed 13 key media channels with a total output of € 20.76 billion (or \$ 30.8 billion).

Germany remains a 'print' market with the daily press taking 22% of the total media "cake", followed by TV with 20%, direct mail 16%, free-sheets 10%, magazine press with 9%, professional publications 5%, outdoor 4% and radio 3%. Online remains a growth sector with its share enlarged from 2% to 3% of total media investments in 2007.

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