

interpartners

newsletter

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www.interpartners.info

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New Interpartners website



...«**Lost in translation**» also applies when looking beyond borders. Discover how our network positions itself on the internet: www.interpartners.info tells you all about the way our partners assist their clients crossing markets in Europe and beyond. The site will be updated regularly with news bites and summaries of market studies and trends. **Be our online guest!**

News from Doner US

Doner recently restructured US agency management while digesting the loss of Mazda's signature "Zoom-Zoom" campaign announced the acquisition of a series of accounts of late, including Wilson Tennis, Avery Dennison office supplies and project work for Experian Consumer Direct. The agency also works for major marketers such as Coca-Cola (Minute Maid), Coleman & Co and the Del Taco restaurant chain.

Beefeater takes Bulgaria back to the swinging 60s

Our Bulgarian partner agency **InterImage** was awarded **BAPRA's** prestigious "Bright Award" for a pilot event in the **Beefeater London Dress Code program**, seeking to recreate London's legendary swinging creative 60s. Young Bulgarian students from the National Academy of Arts in Sofia submitted work spanning several decades of memorable events branded with Beefeater. Seen here is the prize conferred to the agency by former minister Solomon Passy. The international BAPRA jury was presided by PR authority Paul Holmes.



Chinese consumers are eager to spend, but it pays to know

Uncertainty is affecting many markets, tempting international marketers to consider looking at China, hoping that the country's consumers might just be able to speed up and lift the economy out of recession.

Take the luxury goods sector. Research by McKinsey shows that by 2015 China will be home to the world's fourth largest population of wealthy households. McKinsey also reports that about 80% of China's 4.4 million wealthy people are under the age of 45 (versus 30% in the US). Not only are Chinese consumers eager to spend, they are doing so in great quantities and will do so even more in the future. **Read more on Interpartners website:**

<http://www.interpartners.info/public/chinese-consumers-are-eager-to-spend.php>

Athens' Workshop: a good job done



The 2-days workshop on July 10-11 hosted by **Solid Communications** and gathering network partners from central and south-east Europe (CSEE area), focused on several trans-regional client business projects exchanged between the participating agencies. Consolidating working methods across the region also stood high on the agenda. So did expansion across reputed "difficult" markets in the Balkan and Asia Minor (Albania, Azerbaijan). The participants shared the latest technology achievements such as Augmented Reality Solutions and Interactive Store Display. Solid's experience of insurance-based promotions also raised keen interest. **More details about the network's CSEE structure:** anouchka@interpartners.info

Averna più di uno

The combined strength of our Italian colleagues at **Studio Piu** and **Mirus** appears to be greatly appreciated by not less than 10 new clients acquired since their decision to join the two agency structures – a remarkable achievement considering the current market slowdown. With offices in **Milano, Roma, Pescara** and **Macerata**, Mirus/Studio Piu now positions itself as a unique cross-regional shop, targeting medium size advertisers.

Pictured here is the agency's new management at a meeting in Rome to discuss Mirus/Studio Piu's network involvement and more particularly analysing ways to open the markets of south-east Europe of particular interest to Italian marketers.



By the way, when in Rome don't hesitate to pop in at **Viale Bruno Buozzi 53** to say hello to Brunello and Stefania and enjoy a cup of **Saquella** gourmet espresso (client of the agency).

From left to right: Daniele de Caro, Michelle Russo, Stefania Recchia, Berry Gelder and Brunello de Caro.

London is calling

The Royal Institute for British Art is one of London's grandest private clubs located on the Strand. DCH and Interpartners have chosen this venue for our next annual partners workshop. Better still: the meeting will allow colleagues from Europe and Australia/Asia to tackle subjects of mutual interest, with a large focus on the integration of off- and online capabilities.

INTERPARTNERS ANNUAL MEETING 2010



SCA – Insurance Based Promotions

Managing and controlling risks involved with the redemption of promotional drives and contests can be tough: how to face and cope with a results-“tsunami” for example. Our colleagues at **Solid** provide the solution with SCA insurance contracts tailored to promotional objectives.

The agency has the exclusive right to develop this product and will be happy to help network colleagues using this highly effective tool.

For more information, contact Panayotis Boukas at: pbok@solid.gr

New face in Rotterdam

Pim Halkes has joined the team at **Nijgh**. He'll be working with Michele at client account direction and is already involved in helping some of the agency's newly acquired clients expanding across (regional) markets in Belgium and Germany.

Integrated off- & on line: formula for success

Brussels is systematically pursuing its integration effort, increasingly providing the sort of facilities today's clients are looking for. What's more, the effort is paying off handsomely. Recent new business results include projects for **Ecover** (green detergents), **Brico** (DIY), **Emsal** (home maintenance) and **Cameleon** (outlet store). Also rolled-off is an exciting e-based venture called "**Private Boutique**" setting up private sales sessions at fashion boutiques.

.....for example: selling 20 FIAT 500 cars in a few minutes time online



The agency conceived a surprisingly successful drive involving specially equipped 20 **FIAT 500** cars offered at a discounted price online via Cameleon's "Snapstore" private sales site: not less than 17 cars were sold within the first minute and all 20 before closing. This test enchanted Dominique Fontignies from Fiat Belgium as well as the Fiat dealer involved.

For details on this drive have a look at the reportage produced by RTL (in French): www.rtlinfo.be/videos/13h/175582 and on the following site: www.fiat500bycameleon.be

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