

# interpartners

## newsletter

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Welcome in Pescara



Dr Michele Russo (44) is CEO of **Mirus**, one of Italy's best known regional agencies, based in the centre of the country with offices in Pescara (Abruzzo) and Macerata (Marche).

He came to our recent network meeting in Istanbul introduced by Daniele de Caro to announce their intention to join forces with **Studio Più**. The new

venture will link 38 people, working from 4 cities for an impressive list of clients covering a large spectrum of sectors and including Aqua Santa Croce, Air One, Pantex nappies, Azimut, Autostrada per l'Italia, Cofindustria, Monsanto agri, Cuomo food, Sodalco Fresh & Clean, Tom Tom, Gran Sapore and others.

Studio Più and Mirus will cooperate closely to start, gradually integrating their resources and new business efforts with the intention to build a strong service resource covering Italy's key regions. Having such a strong entity onboard will prove to be good news for the network.

Have a look by visiting their website: [www.mirus.it](http://www.mirus.it)

### Istanbul : cultural capital of Europe in 2010...and of Interpartners

We were 26 in all to gather in Istanbul for last month's *Annual Partners Meeting*.

This year's conference was hosted by Turkish partner, **ArtGrup**. One of the themes was how to



expand the network's reach beyond Europe, in particular paving the way to servicing our clients in Asia (*read more: Singapore*).

This included an overview of the measures taken by our Turkish colleagues expanding across Asia Minor, an outline of recent developments in Australia and an introduction to the huge Chinese market by our Singapore partner Chiu Liu Chian.

SelectNY Hamburg office's CEO Annette Redlin gave a keynote presentation explaining how our "*One Agency Network*"- concept can benefit global cli-

ents by combining central creative and production with carefully identified trans-regional clusters improving the penetration of local markets.

In addition, the afternoon theme was dedicated to a round table discussion on how '*digital*' is bringing about fundamental changes to the communications scene and how agencies can benefit from the online (r)evolution.

## What do Mercedes, Billa, Penny Market, Raiffeisen & OBI have in common ?

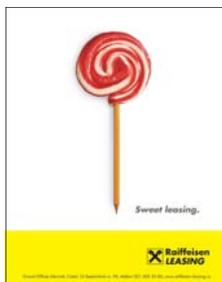
When after a 12 years spell with BBDO Bucharest, **Lucian Georgescu** and his partner **Marius Siru** set up **GAV** in Bucharest, they firmly decided to lift their agency to the creative top in Romania. Moreover, as one of Romania's better known fiction film and commercials producers and a lecturer at the Bucharest Film Academy, enables Lucian to keep his agency in close touch with the next generation of creative students. Little wonder clients like Mercedes, OBI, Billa and The Penny Market, Raiffeisen Leasing, the city of Sibiu and a few more appreciate the way **GAV** is at the source of some of Romania's memorable TV campaigns – some of them gaining international recognition at the Golden Drum Advertising Festival.

We are happy to welcome **GAV** as our new partner agency in Romania.

Interestingly, Lucian has already started cooperating with his network colleagues in Sofia on their common Billa client. Together, the two agencies provide clients with a co-ordinated approach to a 31m strong consumer market with many common marketing denominators.

Moreover, **GAV** also started working with SelectNY on the P&G-Wella business.

Want to know more: [luciang@gav.ro](mailto:luciang@gav.ro) or visit [www.gav.ro](http://www.gav.ro)



## Interpartners in Singapore

**Tropical's** CEO **Dr Liu Chiu Chian**, a long-standing friend of our network, will be closely associated with ourselves and our Australian colleagues in building a network presence in China. Alongside these efforts we are investigating contacts in India and consolidating our cooperation with **Kokokusha** in Japan.

## How brand experiences are becoming the New Advertising ?

Any planner is faced with a stream of statistics pointing to advertising's demise - or lack of effectiveness : consumer media investments continue to erode; 77% of (US) consumers trust business less than they did a year ago.

Yet, according to Garrick Smith (Razorfish), it may well be that what is really hitting the imagination of today's consumers is the way they feel captured by brand experiences, whether off - or online. Of course, brands "born digital" like Google or Amazon investing direct customer contact seem to underline online's effectiveness and indeed most research found that digital brand experiences are having an inordinate sway on consumer purchasing habits and brand affinity.

But even marketers who aren't born digital do succeed in an experience driven world.

AdAge ran a story of some remarkable cases like Red Bull (Austria), Camper (Spain), Virgin America, Uniqlo (Japan), Nike (US) and Guinness (Ireland) leading the way.

Enjoy reading how these brands succeeded in capturing their customers :

[http://adage.com/print?article\\_id=140388](http://adage.com/print?article_id=140388)



## Network branding

With Wella and other multi-market business projects under way, branding of our “one agency concept” is ranking high on our list of priorities.

Closely linked to this is the creation of an online forum allowing network members & friends to express and exchange ideas, comments, experiences and other topics.

More about this important project in our next Newsletter.

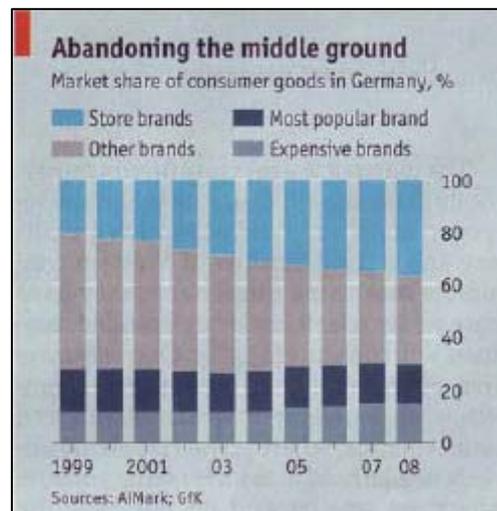
## News bites from the US

*Michael Jeary* our former Della Femina New York colleague has started a new agency in cooperation with \$ 150m Midwestern shop Laughin/Constable & Jeary. The NY team will start with 8 people and benefit from work produced for clients Bridgestone, Kimberly-Clark and Master Lock.

*Harald Vogt* is increasingly successful promoting the world of scent. The 3<sup>rd</sup> *Scent Marketing Congress* currently held in Las Vegas confirms the importance scent marketing techniques have acquired in the field of in store brand applications.

## The game has changed

The recession has made life of branded package goods increasingly difficult. Sanford Bernstein research estimates that about half the people who have recently switched to private labels will never go back. With private-label goods costing about a quarter less than branded ones they obviously appeal to penny-pinching consumers. The university of North Carolina revealed that private labels are now taking 20% at WalMart and 35% at Kroger, two huge American retailers whilst in countries like Germany private labels now account for up to 36% of sales at the expense of middle-market brands (see graph)



If forecasts are correct, a good number of Western consumers will stick to the frugal habits they have acquired and branded products will continue to suffer. Global brands are placing increased emphasis on emerging markets in Asia and Latin America where private labels are unlikely to take hold in the near future and retailers have less resources to produce their own brands. Others like medium-sized Reckitt Benckiser succeeds in raising sales and revenue by fundamentally revising marketing and positioning of its brands and turning ideas into goods on shelves twice as fast as its competitors.

(Source: *The Economist*)