

# interpartners newsletter

**SEPTEMBER  
2011**

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[www.interpartners.info](http://www.interpartners.info)

Questions or comment?

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**Expanding in South East Europe**

**Slovenia** is the latest market to figure on the Interpartners map: we are proud and happy to welcome our newest team of 50+ people, making **AV-studio** a strong partner for the region.

AV-studio's structure reflects a remarkable ability to provide clients with fully integrated solutions for market communications, covering a wide range of off- and online tools. The agency's sophisticated interactive capabilities fit well with its in-house (and Slovenia's largest) photographic studio, driven by solid creative skills.

The agency handles a series of important blue chip accounts, including full service facilities for **GORENJE** - Europe's foremost up market home appliances manufacturer – as well as a full range of **P&G** brands, various **tourist resorts** and **HSE**, the nation's largest power group (illustrated here), **Spar/Interspar** and **Olandia**, the country's largest shopping mall (the agency is well known for its state-of-the-art approach to shopper marketing).

**Av** studio



AV-studio is owned by **Luço Zgank** and managed by his partners Vladimir Nardin, Alenka Potocnik and Ursa Mivsek, spread over 2 offices based in **Ljubljana** and **Velenje** respectively.

Visit : [www.av-studio.si](http://www.av-studio.si)

**France : « Action contre la faim »**

Our new colleagues from **Hemisphere droit** (Paris) are collecting another pretty visible win: the appointment by « **Action contre la faim** » to conceive their new charity campaign. Pitching against McCann and the incumbent local agency, the agency has a good reason to feel good about this acquisition: it already worked for the client in 1994, surprising the market at that time with a hard-hitting headline " Leila, 100 francs plus tard" (Leila, 100 francs later).

## News from Australia

**OneForAll** – our Sydney based colleagues – have been able to maintain their billings levels in a static market. The agency is putting together a large program for next year's celebration of **Sydney's iconic Harbour Bridge 80th anniversary** in a big way.



In the meantime, several TV and print campaigns have been launched among which a series of TVC's for **Pilot's** new Frixion erasable pens...featuring funny ways of what can be done with pens. Other productions involve work for **Green's food**, **Channel 9** and a fund-raising campaign for the **Children's Hospital**. Activities in cooperation with SelectNY on behalf of **P&G/ Wella** are also progressing, including frequent liaison with P&G's HQ office in Singapore.

Go to [www.oneforall.com.au/our-favourites](http://www.oneforall.com.au/our-favourites) to see the campaigns.



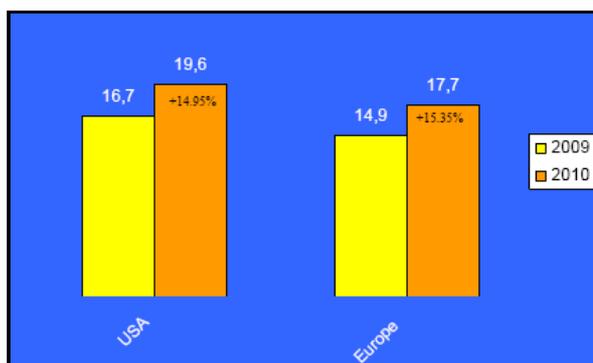
## Cannes pays its way

The **IPA** (British Institute of Practitioners in Advertising) has screened 453 advertising campaigns which have been awarded in Cannes during the last 16 years. And found out that they scored on average seven times better (both in terms of increased sales and gaining additional market share) than campaigns which have not been rewarded.

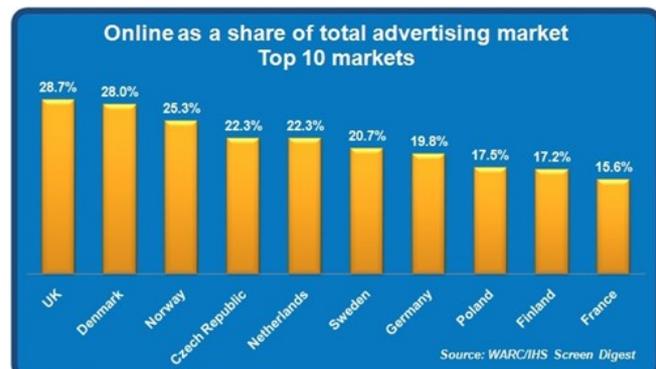
## Internet display advertising bounces back

With an average growth of 21.3 % display overtook search advertising (+ 15.1 %) as the fastest growing online ad format in 2010 in Europe. On line advertising at large accelerates its growth with **15.3 %** overall, outperforming all other advertising media.

*Internet investments 2010  
(in billion euros)*



*Share of internet advertising  
(in % of total media ad spend)*



## SEE-Region workshop in Pescara

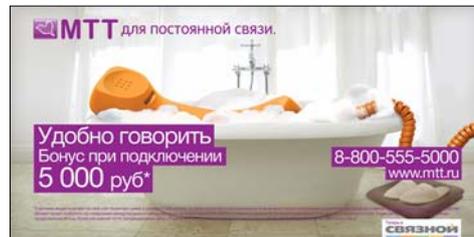
With € 17 bn worth of trade, the larger Balkan region represents a key-market for Italian exporters. This – and a range of other issues – were discussed at the annual trans-regional workshop organized by Interpartners network agencies from South-eastern Europe.

Hosted by **Michel Russo** – CEO of **Mirus/Studiopiu** with HQ based in Pescara – the meeting also welcomed two new partner agencies:

AV Studio from Slovenia and Mirus Est/Centrum Productions from Tirana. The SEE-Region area is one of the fastest growing marketing clusters with an increasing volume of business exchanged between network partners on behalf of network clients such as **Intersport, Billa, Joti, Sedna** (solar) and others.



## New campaigns produced by GN - Interpartners (Moscow):



See [www.gn-inter.ru](http://www.gn-inter.ru)

We also welcome the agency's new client service director, **Irina Lerman**, in charge with network contacts. Irina has a 15 years marketing background with Stollwerck and Tchibo and worked at Young & Rubican in Ukraine for Pernod Richard, Danone, BNP Paribas, Nivea and Samsung.

**Welcome in the club, Irina!**



## M-Commerce is exploding

Mobile phones are the new hot sales promotions tool. According to research by Xerfi in France, purchasing goods and services via mobile phones reached over a billion euros in 2010 and are expected to grow to an amazing € 13 billion by 2015. Nearly a quarter of (French) mobile phone users are used to buying goods and services with their portable. Surprisingly, less than 40 % of large retailers have invested in this new medium. To communicate with this dynamic target audience, 12 % of French companies at large have developed their mobile sales site, compared to 17 % in the UK and 32 % in the US.

The same study reveals that 57% of all French m-users keep their phone connected all day (55 % in the UK, 45 % in Germany).

Sources: Xerfi, Google, TNS, Ipsos

## Bofferding celebrates Europe's national holidays

**Bofferding** is the Duchy of Luxemburg's largest brewery. Their lager beer is considered one of Europe's best and the brewery has a nice way of thanking consumers for their custom by launching a series of specially conceived 33 cc bottles.

Bofferding is **Armando Testa's** (Brussels) most recent new business acquisition, the campaign to run in the coming months comprises a full range of off- and on line drives.

More: [phillipe.gelder@armando-testa.eu](mailto:phillipe.gelder@armando-testa.eu)



## Silver EFFIE win in Romania

**GAV**, our Bucharest partner agency, has been awarded a **Silver Effie** for the online campaign conceived and implemented for their client **Raiffeisen Leasing**.

More: [www.magazinuldeincredere.ro](http://www.magazinuldeincredere.ro) or email: [luciang@gav.ro](mailto:luciang@gav.ro).



## Herzlich willkommen in Berlin



Berlin and its 3.4 m people is packed with creative buzz, contemporary art life and a feast for gallery lovers and underground club fans. The fact that Berlin never seems to sleep fits us well: it is here that we will all meet for our annual network gathering. The workshop will take place on **October 13 & 14** near the famous Alexanderplatz with its 368m high TV tower and highlight the solutions brought to current market trends by our partners across Europe and Australasia.

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