

# interpartners newsletter

**AUGUST  
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Questions or comment?

[info@interpartners.info](mailto:info@interpartners.info)

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

**“Moskva an der Donau” event – Vienna October 10<sup>th</sup>, 2013**

Our group is initiating a workshop dedicated to what is generally described as the *“new media”*. Specifically focused on the impact of interactive channels driving the Russian marketing scene, the event addresses HQ marketing directors in charge of supervising sales and advertising activities across the CEE region. The meeting takes place at the **Radisson Palais Hotel** in the center of **Vienna** and is organized in cooperation with **Austrian Economic Chamber** and **Headquarters Austria**. Moderator is **Professor Peter Havlik** from the Vienna Institute for International Economic Studies – a well known “Russia” expert.

The program includes an overview of the Russian consumer scene – the current state of “new media” – researching ‘click-thru’ attitudes of internet users and a showcase of the launch of **MediaMarkt** on the Russian retail scene.

A **“meet & greet”** session will enable guests and network agency partners to discuss relevant CEE-marketing and internet issues.

For participation and registration, contact: [anouchka@interpartners.info](mailto:anouchka@interpartners.info)

## SelectNY goes 360°

Webguerillas is one of Germany’s leading experts in viral advertising, social media applications, word-of-mouth and mobile advertising, serving such clients as **Deutsche Telekom, Kraft foods, Fujitsu, Mini cars** and many others.

**SelectNY** and **Webguerillas** have established a joint venture operation in Hamburg.

Housed at SelectNY’s office, the venture will operate under mutual management, with David Eicher acting as the operation CEO.

The two agencies will develop their cooperation at all levels and across the markets they are already operating in for their successive international clients.

For more information don’t hesitate to contact: [hpreis@selectny.com](mailto:hpreis@selectny.com).



## News from Doner

Activities for **Chrysler/Fiat** in the UK are expanding at all fronts. The most recent campaign involves the agency's support of a promotional campaign based on the new **"Superman"** movie picture. **Doner** has created a sleek, vibrant home page boasting 'out of this world' prices.



London has also called on several network partners to help them and the US in developing a multi-market campaign proposal for one of their global clients. The issue is expected to be known in the coming weeks.

## Presence of Spain

**Albert Cambredo** is the new partner and CEO of **Slogan Marketing and Advertising** in Barcelona.

Slogan ranked among the top independents in Spain before having been bought by **Havas**.

The agency regained its independence and has shown interest in recovering their former network membership. Albert will join us in Vienna at our annual management meeting.

## News from Slovenia

Several network partners assisted **AVStudio** in preparing a presentation to **AI Rawabi Dairy Cy**.

The input from our Dubai colleagues at **theAdKitchen** was particularly appreciated by Vladimir and his team.

AVStudio also asked our Brussels back-up office to investigate digital media buying input for the **Slovenian Tourist Board**.

## Bucharest on the up

**Content building** is rapidly becoming **GAV's** key activity. The agency has developed a series of new book trailers for **Longanesi** (Milan) as well as viral and web productions for **New Look**, **Funkey Donkey** and **Transylvanien International Film Festival (TIFF)**, respectively.



**Lucian** will be happy to share their "low cost/high quality" resource with other network partners. Contact: [luciang@gav.ro](mailto:luciang@gav.ro).



Funkey Donkey Subway



New Look Student Party



TIFF

## No Denglisch

France has its official guardian of linguistic purity (papillons for flyers, tablette for iPad and vignette for widget....) but none of this exists in Germany (nor other countries). Advertising in Germany is particularly prone to Anglicism. Many of them - brunch, container, sandwich...- are deemed to have been well absorbed; others (must haves, shop by style, 'Call & Surf via Funk' from Deutsche Telekom) are not.

According to **Bernd Samland** of **Endmark**, a brand consultancy, many English slogans used in Germany fall flat because they are so garbled. A recent survey showed that only 25% of English slogans used to

advertise cars were understood by those polled. Most bewildering was Mitsubishi's "drive@earth".

Ironically, among the reasons for the global success of Audi is its slick marketing which even in English

## The "Single Market Month" – building a different Europe

**Interpartners Sofia** is working on a (**Mostra Europe**) campaign addressing selected stakeholders in each of the EU countries. During one month – from **September 23 to October 23, 2013** – people will have the opportunity to express ideas and solutions to main issues affecting citizens all over Europe.

Four issues are concerned: **jobs – social rights – banks and e-commerce**.

If you want to know more about this initiative don't hesitate to go to

<http://www.yourideasforeurope.eu/> enabling you to participate to a series of on-line debates.



### *A date to be penciled in your diary: Vienna October 10 & 11<sup>th</sup>, 2013*

Make sure to register for the network's annual management meeting to take place at the **Radisson Palais Hotel, Parkring, Vienna**.

And why not spend the weekend in this beautiful capital city?

For information and registration: [anouchka@interpartners.info](mailto:anouchka@interpartners.info)