

interpartners newsletter

**JANUARY
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Welcome 2013!

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Questions or comment?

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2013

Let's hang on the opportunities
and pull all strings for action.
Welcome 2013.

interpartners
sharing talent



Illustrator: Gustave Piron

'Concrete' business gain for Oko

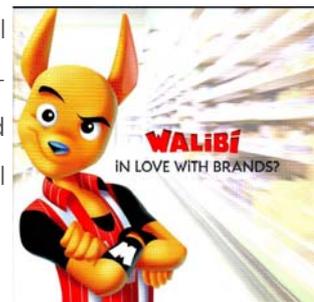


Bonna Sabla, a leading French manufacturer of prefabricated concrete products, has selected **Okó** to revamp the company's corporate branding and a wide range of B2B communication materials. Bonna Sabla is providing tailored solutions answering the most complex requirements of the industry at large.

Walibi in love with brands

Walibi – Belgium's most popular leisure park, also established in France, the Netherlands and Germany - is one of **AT Brussels** key clients. The agency has created a special division (www.cuistax.com) in charge of co-branding, licensing and the organization of events, all related to the Walibi brand. Addressing kids age 6-12 - and their parents - the promotional opportunities are multiple...and an additional source of revenue for the agency.

More: contact george.debeer@cuistax.com



Accor hotel group preferred booking partner: Okó

One of **Okó's** USPs (unique selling proposition) is to keep clients happy... for a long time! Global hotel group giant **Accor** confirmed this by renewing their 3-years old contract with our French colleagues.

The agency will continue producing the successful CRM campaign ("Mission handicap") and introduce a range of internal drives focused on the diversity of its customers.

See more? Click on www.oko.fr



The luxury market: a € 212bn bonanza

Bain & Company has joined forces with the Fondazione Altagamma (Italy) and thrown a telling look at the current state of the global **luxury goods market**. It appears that the last quarter of 2012 will have registered a surprisingly positive growth rate of not less than 7%, pushing the annual increase to 10%, totaling global sales of € 212bn. Asia at large and China particularly remain the key movers with a growth rate of 18%, closely followed by the Americas with 13%.

The breakdown for some of the main categories makes interesting reading:

Global sales of luxury goods

	Value (in billion €)	Growth rate - 2012
Leatherware	33	16
Shoes	12	13
Men's fashion	21	10
Women's fashion	27	9
Fragrances	20	4
Cosmetics	23	5
Jewellery	11	13
Watches	35	14

Region	Sales forecast 2012 (in billion €)	Growth rate
Europe	75	5
The Americas	65	13
Japan	20	8
Rest of Asia	42	18
Rest of world	10	5

Interestingly – according to **Josef Ming**, author of the report - half of all luxury goods in Asia and a third of the same in Europe are purchased by Chinese consumers. Bain calculated that a quarter of all luxury purchases worldwide are sold to Chinese customers.

(Source: Bain & Company – Deutschland)

Doner (US) puts a "Man in the Pump" for Fiat

Actually, the man is in a gas pump. **Doner** has created a custom TV spot that will air in specific outlets: Gas Stations which put TV content on pumps at 1856 stations across the US.

Fiat is the first automaker to do so with a campaign specifically tailored for the target. The gas pump uses a device which appears to be a slot in the pump through which a slightly crazed guy is peering, speakeasy-style, apparently to get a glimpse of a **2013 Fiat 500** car. Somewhat maniacally he gazes out and extricates himself to go to a Fiat showroom. The ad underlines the message that the Fiat 500 gets 40 mpg without an eco package. A very simple idea, executed efficiently at low cost.



Agencies prepare for a lean 2013

With the economy increasingly putting pressure on marketing budgets, finding revenue will not come easy for many of us. According to **AdAge**, one sees clients negotiate lower fees and find efficiencies. Agencies need to get used to earning clients' business bit by bit. According to **Ann Billock** (Ark Consultants, US): "Agencies must carefully balance revenue with potential for doing great creative. They'll also need to keep searching for dollars outside the marketing suite like developing innovative platforms and revenue coming with original technologies, making themselves more valuable to their clients". Fact is that more agencies will see themselves pitching against a variety of new players, with digital teams participating more in general-market reviews.

(Source: AdAge, January 6, 2013)

Paving the walls of our Moscow office

Adverts from across the (**Interpartners**) world are decorating **GN-Interpartners'** offices in Moscow. A fun way to share ideas among partner agencies.



GAV scores again

Another hit has boosted the agency's client list: **PostMaster** is part of the **Austrian Post Group** active in mail services across central Europe. This is another proof of the agency's successful inroad into e-based activities, introduced by John Riley.



Presence on the internet

According to **e-Brookers** (Germany), Belgium tops the list in Europe with 61% of companies present on the internet, closely followed by The Netherlands with 58%. Other countries are picking up fast, with the Czech Republic growing at the rate of +11% annually, followed by France +10%, Portugal and Hungary both +9%, Italy +5.6% and Sweden +5.4%. It is interesting to see that the UK tops the list of countries with 19% of companies active in social media.

Indonesia: global growth champion

When **Starbucks** opened its first outlet in Brussels (June 2011), it already had 100 of them operating in **Indonesia**. No wonder, since Indonesia appears to be the global marketer's best kept secret. 60% of the 240m inhabitants are under 30 years of age – more than the whole EU combined – and the country is the world's 4th largest consumer market, with a middle class doubling its spending potential year after year. Opportunities abound with focus on food & beverages, telecom, home decoration & textiles, automotive and tourism.

A detailed *country marketing report* produced by **The Jakarta Marketing Advisory Group** is available for those interested to know more about Indonesia. We'll be happy to arrange an introduction for you.

Contributing to the future

Solid's executive director, **Loukas Petrounias**, has been appointed visiting professors at Panteion University. He will be in charge of lecturing marketing communications. We have assured Loukas of our willingness to provide him with relevant material, dedicated to this task.

Loukas can be contacted at: loukas@solid.gr



Coming soon

Our network's **Creative Library** – to be released soon – will enable you to acquire new insights and fresh inspiration from creative ideas, print and other work as well as dedicated projects produced by your colleagues worldwide. Access to this intranet platform will be easy and fast. We hope to introduce the site soon. Look out for the announcement.