

# interpartners newsletter

**JUNE  
2013**

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Questions or comment?

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## Ready for Vienna, the Interpartners Annual Network Meeting?

This year's annual network meeting will take place in Vienna on the **10th and the 11th of October** at the **4-star Radisson Blu Palais Hotel** – a magnificent venue, a true symbol of traditional central European hospitality.

The program will start on Thursday October 10, with a dedicated event in cooperation with the Chamber of Commerce and HQ Austria, addressing Vienna-based CEE co-ordination centres; followed by a cocktail and dinner party in Vienna's historic **Figlmüller** restaurant.

The workshop will take place on Friday October 11 and runs from 9am to 5pm. **For all queries, please contact [anouchka@interpartners.info](mailto:anouchka@interpartners.info)**

## Tesco and Hammer going strong

**Tesco** maintains a lead position in Hungary. Its newest product is called « **Favorite 3** », a mobile system letting customers connect to three "favorite" inland mobile numbers, free of charge for an unlimited time.

Our partner agency **Hammer Advertising** created and produced several TVCs, playing with the contrast between the main character and weird but funny mates. The claim translates into: *"We are not like one another but we do like each other"*.

Here's a link to view the **Tesco mobile spots**: *turn on the "subtiles" icon under the video to see the English translation.*

<http://www.youtube.com/watch?v=GlrJmUy8vEQ&list=PLED63116CDACFA798>



Creative director: Bettina Füleki – Copywriter: Anita Böröcz – Art director: László Zentai – Account director: Vera Fehér – Agency producer: Zsuzsa Horváth – Production house: Progressive Productions – Director: Zoltán Gergely – Director of photography: Péter Vajda

## Sofia puts TV Low Cost in the limelight

TVLowCost Sofia has launched a successful newbiz incentive – inviting **Jean-Paul Treguer** as a guest speaker on a dedicated workshop. The event assembled more than 50 decision makers from medium to large companies – an impressive number of people keen to listen to the TVLowCost success story. Keynote speaker, Jean-Paul Treguer, was followed by the two partners in the TVLowCost “package” – representatives of a media agency and a research company, speaking about the Bulgarian media scene and the latest trends in market research.



Immediately after, **Katya Dimitrova's team** got several requests from prospects in FMCG, fast food and cosmetics fields.

TVLowCost is already present in 6 countries. The TVLowCost formula provides so-called ‘challenger brands’ launched by mid-size advertisers the opportunity to access TV channels at fixed prices for an all-in package including creative, production, pre- and post research and the media planning and buying.

TVLC campaigns run from less than € 30,000 in Bulgaria to € 250,000 on average in France and the UK.

## Sofia PR board nomination

**Katya Dimitrova** has been nominated on the Board of **BAPRA** (Bulgaria's Association of PR agencies) with a majority of votes, composed of 5 members representing the country's key PR agencies.

## “Turkish delight”...in Athens

Our Greek colleagues from **Solid** arranged a trans-regional new business meeting gathering agency partners from Hungary, Romania, Bulgaria and Turkey.

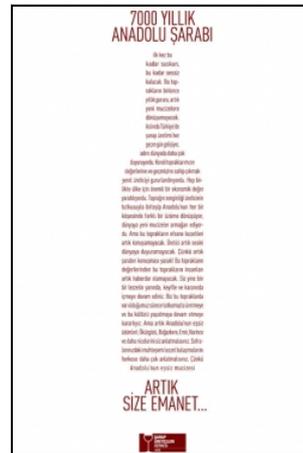
Sessions included two successive client briefings for co-ordinated activities across the Balkan region for two of the agency's clients (**Intersport** sports retail chain and **Jotis** dairy products). Other markets are also to be involved in the near future. Casual interludes were part of the programme, witness our friend **Fehmi Ozkan** and his joyful company.



## Turkey: farewell to (alcohol) ads – with ads

A shaky hand holding a glass of Turkish popular liquid drink is how **Yeki Raki (Diageo)** tells readers “Ads are over. Excuse us”. A similar message was featured by **the Wine Producers Association** : “Now we recommend the 7000 years old Anatolian wine to your care”.

The ban on all forms of alcohol advertising generated a series of farewell ads in Turkey. Remarkably, 82.4 % of the Turkish population never drinks alcoholic beverages, according to TNS research.



Source: AdAge.

## Pescara hosting the Ironman 2013 championship

6000 athletes from 50 countries will gather in **Pescara** on June 9, 2013 and its nearby Abruzzo region.



The event, organized by **Michele Russo** and his **Mirus** team, covers three major parts:

a 1.2 mile swimming contest along the city's beach, a 56 mile bike ride across the vineyards and a 13.1 mile beach and city marathon.

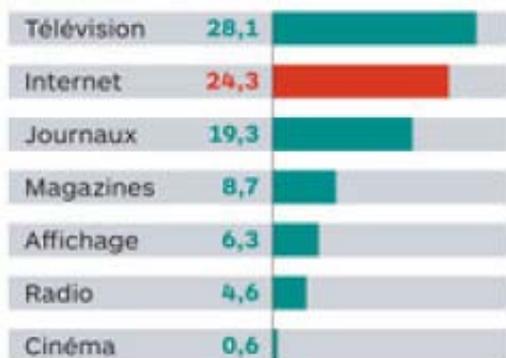
A huge organization, confirming the agency's capability to undertake and co-ordinate major sports and other events.

## US = It's all digital

US ad spending rose 4% during the first months of 2013 essentially because of aggregated spending on digital which includes online display, video, search engines, social media, mobile and email which as such rose 16% to represent 21.7% of the total ad spend in this market, ranking second after broadcast.

...and Europe following a similar path.

**Media breakdown by medium sector**  
(in billion euros)



Digital is definitely acquiring a win-win position all over Europe. The internet grew 11.5% in 2012 now driving more than a quarter of all media investments ranking just under conventional TV investments worth a total of € 24.3bn (measured across 26 countries).

Whilst the United Kingdom ranks top in terms of total spending, "new" markets like Russia are growing at phenomenal speed now taking the fourth position (with nearly 53m daily adults internet users).

**Key markets**  
(in billion euros)

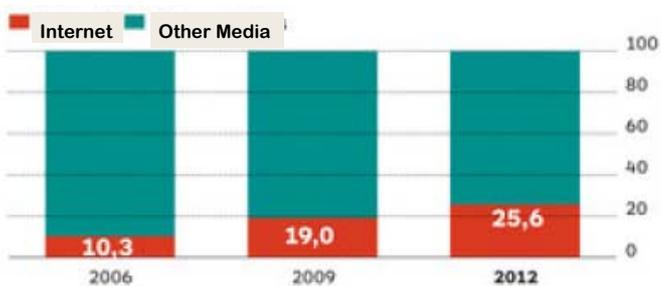


**Growth of key markets**  
(annual change in %)

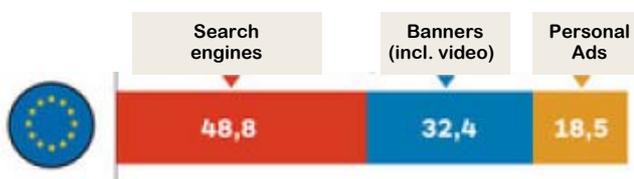


Online advertising investments now equal those made in dailies. In six years, the internet has more than doubled its part of the advertising 'cake' according to IHS research, with the strongest growth (15.3%) generated by search engines sector (€ 11.9bn...half of which registered through Yandex, Russia's national search operator).

**Evolution of advertising investments**  
(in billion euros)



**Market share by online media**  
(% of total investments)



Source: IAB report 2012