

interpartners newsletter

**MAY
2011**

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Questions or comment?

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DCH proud to be behind the new MG steering wheel

The opening ads of the launch campaign will make the Brits fall in love again with a historic brand. Yet, historic or not, the car market remains a competitive one. One where price and brand needs to be perfectly balanced to ensure long term success.

DCH won the MG business in 2010 and has been tasked with relaunching the new **MG6** in the UK.

A fully integrated campaign utilising TV, press, outdoor, online, eDM, dealer comms, PR and social media, as well as developing a new website, breaks this May.

The objective is to reignite the love the nation has for the brand and convey the long term goal the Chinese owners have for the business. But ultimately, it's about shifting metal.

More info: mmcminn@dch.co.uk



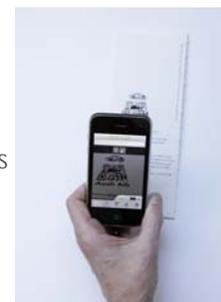
Fresh breath for the new Audi



Okó (Paris) has been awarded with a **Bronze Trophy** for an innovative marketing relations drive boosting the launch of the **new A6 model** in France. At the heart of the campaign the agency introduced an iPhone and Android driven application symbolising the extreme lightness of the car's new aluminium + steel body.

The remarkable feature of the new app was that one could actually navigate across the car's features by simply *blowing onto the phone's screen*.

Mathieu Lecussan (mlecussan@oko.fr) will be happy to tell you more about it all.



More from Doner US

DCH's US colleagues have landed the \$60m **AutoZone** creative account, beating DraftFCB and Omnicom's TracyLocke. This important acquisition marks the agency's unique skills in automotive retailing operations already substantially underpinned by the agency's recent win of the **Chrysler/Fiat** dealer and retail business as well as additional duties for **Chrysler, Dodge and Jeep brands**.

Doner has been doing well in other fields too, with the acquisition of **Harman's** global account (JBL speakers and Harman Kardon hifi) and – last but not least – home builder **PulteGroup** which has tapped the agency as its first agency of record after a competitive review for their \$10-20 locally driven media account. Doner's skills in strategic purchase decisions and buying rigor to the planning process made all the difference.

Andrew Hawkins (ahawkins@dch.co.uk) will be happy to supply information on our network's US partners. Interpartners is also present in the States through **SelectNY's** New York office (wschaeffer@selectny.com).

US advertising investments up 6.3% overall (2010)

Last year's US ad market showed remarkable gains compared to the previous (crisis) year with overall investments growing 6.3%, pegged at \$131 billion. The strongest boost was for TV (display and cable) with + 10.3%, followed by online display at 9.9%, outdoor + 9.6%, radio at + 7.6%. Newspapers lost 3.5 %. In the meantime, recent figures provide an insight on DIGITAL's share of overall (US) agency revenue now being tracked at 28% through bottoms-up analysis of more than 1000 agencies. Clearly, digital has become a standard tool across every agency discipline.

According to AdAge, six in 10 digital US dollars went to digital-speciality agencies with the second biggest to agencies whose core business is DM or CRM and the remaining portion of revenue spread across agencies focused on multi-channel activities.

Says Omnicom president John Wren: *"Fundamentally, I believe that anything that's not digital will soon be digital or be pretty unimportant..."*

Source: Advertising Age

New awards for InterImage Bulgaria

Winning PR awards became a tradition for **InterImage** – the Public Relations division of **Interpartners Sofia**. After last years Beefeater brand CSR award – this year the agency made it again with **two awards** in the categories **sustainable development** (Slow Food International) and **special events** (Japanese Embassy).



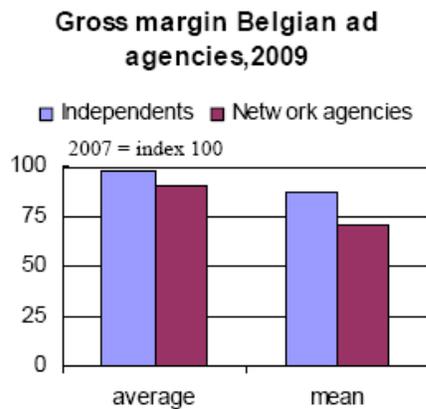
The year is starting positively for the agency with new briefs by **Lenovo, Qatar Airlines and Billa supermarkets**.

Good luck Bulgaria!

Being mean & lean a matter of survival

ACC - the Belgian agency association – appointed Deloitte to monitor the books of their 50 members (representing 85% of the total Belgian ad market), revealing an interesting insight of how the crisis affected their bottom line. The study showed a loss of **10.7%** in **gross margin** in 2009, resulting from a downfall of 15 to 20 percent of spending at large. Much more striking however is a loss of **42.3%** of **operational income** during the same period. **Reason:** most agencies decided to maintain their level of staff notwithstanding their loss in billings (total man count for the 85 agencies decreased from 1261 to 1204). At the same time, advertisers demanded more services to be delivered in a much wider field of activities...without any notable increase in fees. According to the ACC, a lack of investment in multifunctional resources plus inadequate negotiation skills tend to affect an agency's position with clients.

Another remarkable finding shows that the bottom line of multinational network agencies suffered more than for their independent colleagues (generally working for local rather than global advertisers).



*billing - suppliers costs linked to activities
Source: Deloitte, ACC



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Source: De Tijd/ACC (April 2011)

Expanding the network's "OneAgency" global service system

Eight network agencies are now working with **SelectNY**, including the recent expansion into Turkey and the Central Asian region taken care of by ArtGrup, acting as a trans-regional expert hub.

The next markets to be plugged into the system are New Zealand (via OneForAll's Sydney hub office) and Israel. In the near future activities will also be programmed for the South African market, underlining the "OneAgency" concept's world wide footprint.