

# interpartners

## newsletter

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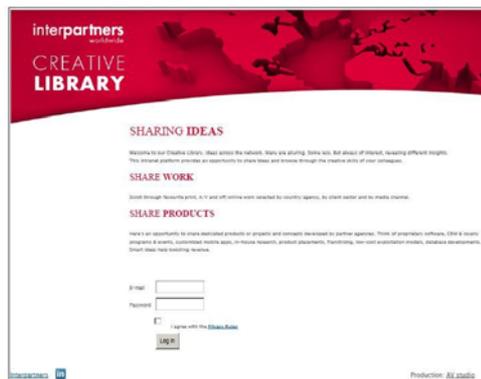
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Questions or comment?

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Here we are....sharing ideas and work through our [Creative Library](#)



Our brand new intranet site [www.sharing-ideas.eu](http://www.sharing-ideas.eu) is fully dedicated to sharing work produced across the network. This is great news since it will allow partners to scroll through selected creative developed at all levels, whether above or below the line. It's **the place to be** for an up to date insight of ideas generated by our partners, worldwide.

A special part is dedicated to **projects** developed for interactive applications and management software products, which may be used in your own market after franchise agreement.

The creative library is easy to log in by all partners (possessing their personal access code). For more information please contact us via e-mail: [anouchka@interpartners.info](mailto:anouchka@interpartners.info) or call [+32 2 7771313](tel:+3227771313).

### **Audi relies on Okó (Paris)**

The new **Audi A3 sportback** launch in France will be spread between several agencies. With Fred & Farid in charge of the consumer campaign, all CRM activities have been entrusted to **Okó**, Audi's long-standing below the line partner. The campaign will run for several months, starting in February and featuring the Daft Punk pop group.



The agency also won all communication activities undertaken for **TBS, Eram**'s brand specialized in nautical cloth and shoe fashion goods. The pitch took place against 4 other agencies.

To strengthen its team, the agency appointed **Josselin Moreau** in charge of strategy planning.

## Vienna – gateway to Eastern Europe

No place has benefitted more than **Vienna** from the opening up of what some are tempted to call the “New” Europe. Indeed, several hundred companies are running their marketing activities in Central and Eastern Europe (CEE) from a co-ordination center based in Austria’s capital. The city has hardly any competition for business outreach to the region. In truth, longtime ties to the East, along with Western standards of infrastructure, have made Vienna the undisputed center for supervising marketing activities throughout the CEE.

Vienna is the place where our **network’s 2013 annual management meeting** will take place. Gathering during 2 days by **mid October** at the beautiful “**Palais**” hotel, the conference will include a special presentation session dedicated to state-of-the-art interactive marketing

communication activities in Russia: “***Moskva an der Donau***”, presented by our Moscow colleagues.

For more information on this important event please contact : [anouchka@interpartners.info](mailto:anouchka@interpartners.info).



## London: experiential marketing

Turning target groups into long-term fans is part of **Avantgarde**: a new division at Doner (London).

Set up in close cooperation with the German mother structure, this specialized team is meant to bridge the gap between on- and off-line and take live events into virtual communications and vice-versa. Worth knowing more about how experiential immersive experiences fit within a 360° marketing plan... don’t hesitate to contact **Matt McMinn** at **Doner**.

## ArtGrup in Azerbaijan: at the crossroad between Europe and Asia

There are a number of good reasons for our Turkish partner agency to have invested massively in their **Baku** office. The 2m strong capital of a country which has been able to list itself among the top 10 reformers by the World’s Bank “Doing Business” report, is attracting an increasing number of blue chip FMCG operators. The 9.6m population, 52% of which lives in an urban environment, has a fairly high level of economic development, which is attracting global brands by the dozen.

**ArtGrup**’s Baku office is working for a mix of international and domestic clients such as **Danone**, **Bakcell telecom**, **Azersun food**, **ECA furniture**, **P&G**, **Aktifbank**, **Abdiibrahim pharma** and others.

Don’t hesitate to contact **Fehmi Ozkan** for information about the opportunities which Azerbaijan may provide to your clients looking for expansion in this promising emerging consumer market. ([fehmiokan@artgrup.com](mailto:fehmiokan@artgrup.com)).



## Eye-catching acquisition by AT Brussels



Philippe Gelder's agency has been appointed by **Silac**, Belgium's premium manufacturer of fashionable reading glasses, including a brand-new model featuring a built-in led lighting system, a welcome solution for reading in bed at night or during air travel.

Silac reading glasses are sold in 4 European markets.

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

## Fiat-Chrysler: "US Marketer of the year"

**AdAge** has honoured the 2012 industry's best by appointing **Fiat-Chrysler's** marketing chief François marketer of the year.

"How a Frenchman restored Detroit's pride in a bankrupt Chrysler with campaigns that resonated across America and lifted sales an astounding 37%".



Interestingly, a substantial part of Fiat-Chrysler's US advertising was created by **Doner US** – one of Fiat-Chrysler's roster agencies within the framework of their cooperation with **Armando Testa** in Turin.

## Top 50 retail chains: half of them from emerging markets

Deloitte's *"Global Powers of Retailing"* report reveals an interesting fact: half of the world's 50 fastest growing retail chains are now originated from emerging markets, mainly China, Russia and Brazil.

The top 10 ranking of the list of global retailers is still taken by the US (Wal-Mart in # 1 position worldwide good for an amazing 10% of global sales), closely followed by European players such as Carrefour (France), Tesco (UK) and Metro (Media Markt from Germany). Deloitte's report covers sales results (2011) for 250 of the world's largest retailers, together totalling sales to the amount of \$ 4.1 billion (€3.2 billion). Growth in the emerging markets is underpinned by the (much younger) age of their populations and increasingly sophisticated demand from middle class consumers. According to Deloitte, some seventy million new middle class consumers are "joining the club" every year, representing a mass of 500 million additional consumers by 2020.

(Source: *Global Powers of Retailing 2013* by Deloitte)

Top 10 retailers worldwide, 2011

Top 250 rank	Name of company	Country of origin	Retail revenue (US\$mil)	Retail revenue growth	Net profit margin	Return on assets	# countries of operation	% retail revenue from foreign operations
1	Wal-Mart	U.S.	446,950	6.0%	3.7%	8.5%	28	28.4%
2	Carrefour	France	113,197	-9.8%	0.5%	0.8%	33	56.7%
3	Tesco	U.K.	101,574	5.8%	4.4%	5.5%	13	34.5%
4	Metro	Germany	92,905	-0.8%	1.1%	2.2%	33	61.1%
5	Kroger	U.S.	90,374	10.0%	0.7%	2.5%	1	0.0%
6	Costco	U.S.	88,915	14.1%	1.7%	5.8%	9	27.0%
7	Schwarz	Germany	87,841	5.8%	n/a	n/a	26	55.8%
8	Aldi	Germany	73,375*	3.7%	n/a	n/a	17	57.1%
9	Walgreen	U.S.	72,184	7.1%	3.8%	9.9%	2	1.5%
10	The Home Depot	U.S.	70,395	3.5%	5.5%	9.6%	5	11.4%
Top 10*			1,237,710	4.4%	2.9%	6.2%	16.7**	32.9%
Top 250*			4,271,171	5.1%	3.8%	5.9%	9.0**	23.8%
Top 10 share of Top 250			29.0%					

\* Sales-weighted, currency-adjusted composites

\*\* Average

Source: Published company data and Planet Retail

## After Davos

A survey by **Edelman**, a PR firm, finds that only 18% of people trust business leaders to tell the truth. For political leaders, the figure is a mere 13%. The people whose jobs require constant whizzing through airports need to think hard about leadership and globalisation. Most trade occurs within national borders. Nearly all politics is local. Company bosses who ignore cultural differences tend to make errors which may prove disastrous. And leadership as a concept is getting slipperier by the day. The consensus in Davos is that global leadership gurus need to think more carefully about the relationship between business and the wider world. Arrogance breeds mistakes, if the leadership has a secret sauce, it may well be humility. True leaders listen — not only to the other bigwigs in Davos, but also to the people around them, such as their customers.

*(Source: The Economist, January 2013)*

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