

# interpartners

## newsletter

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Questions or comment?

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**Annual Network meeting in London**

31 colleagues from faraway Sydney, Singapore and Moscow – and a few places in between – enjoyed our annual network meeting hosted by



**DCH**, our London colleagues. A memorable dinner party at the historical *Old Bank of England pub* connected us all with the past (where agency client Fuller's Brewery has done a grand job in restoring the interior to its former glory). The next day's workshop took place at the *British Institute of Fine Arts*, one of London's better known society clubs and covered a wide range of hot issues: from the latest progress in e-driven software development, to the way design contributes to branding strategies of global FMCG operators.



Presentations on this behalf were made by **MSS** explaining how their award winning Marketing Software Systems contributes to boosting online efficiency of CRM and DM campaigns and **Joe Doucet** (NY) known for work done for clients such as Braun, Whirlpool and Moët&Chandon.

London also underlined the efficiency of our network's innovative approach to diversified global client creative and account handling, expressed by the "*OneAgency*" - service concept powered by **SelectNY** for their client **Wella** hair care (a P&G brand).

The meeting also enabled our Greek colleagues to share the results obtained with **SCA**, an insurance product specifically designed to cover risks resulting from sales promotional drives (see details in this issue). **GAV**'s Lucian Georgescu introduced us to the best of **DRUM**'s creative awards and underlined the role of Bucharest as a low cost/high quality source for TVC & video production.

## New faces

**Luc Besnier** is the owner and CEO of **Reflexgroup**, Paris. He's the driving force behind the communication strategies developed for such luxury goods clients as Chaumet, Parker-Waterman, Arjo-Wiggins, Longchamp, Hermès, Bulgari, Mmm, Louis Vuitton and others for which he's travelling extensively between the agency's offices in Paris, New York and Shanghai.



**Elena Trukhina** joined **GN-Interpartners** as their new managing director, alongside Natalia Dmitrieva (CEO). Elena's previous handling of several global clients with BBDO and other multinational agencies explains why she feels so much at home in abroad, never mind her profound knowledge of the Russian marketing communications scene.

**Dr Michele Russo** is the face behind Mirus Communication and boss of the new **Mirus + Studio Più** agency combination. He's adding in-depth strength of the country's regions to the two offices in Rome and Milan, ensuring clients of the agency the broadest possible coverage of the Italian market. Several new clients have joined the agency since the start of the year.



**Dave Petschack** accompanied Rob on his journey to London. Dave is a partner of **OneForAll** and looks after client service and new business development. He has worked in senior manager roles in agencies in Sydney and London.

**Pim Halkes** joined **Nijgh** in charge of new business development and accounts like ADP, Boskalis and Wegener. He started his career in 2002. After several sales and marketing jobs he became sales manager at AD (the 2nd largest newspaper in the Netherlands).



## Double win at Reflexgroup



The 5-star French **Sofitel** hotel group has charged **Reflexgroup** (Paris) to produce their global corporate newsletter. The agency is also working on a fully integrated campaign for **Parker Pens** - comprising brand identity research, ATL and BTL advertising, digital and promotional activities. The main objective is to renew consumers perception of the brand and regain a leadership position on the fine writing market.

## SCA – Insurance based promotions

**Solid Sales** is a division of our Greek partner agency involved with promotional programmes on behalf of its regular (and project-based) clients. The division is the exclusive agent for US-based **SCA** insurance company, specialized in insuring promotional risks. The fee charged is based on a precise calculation of the participation risks and covers the cost of whatever rewards and prizes are involved. The calculation is made in function of 4 factors such as redemption, prizes allotted, odds involved and the promotional environment.



**COCA COLA – WORLD CUP 2002**

- All ½ & 1-lit Bottles participated
- Every cap corresponded to a specific number of points.
- All those accumulating 30 points would automatically win the official leather ball of the world cup or the respective T-Shirt.
- Insurance covered the cost of prizes, handling and postal fees.

"Everybody wins"

The advertisement features a Coca-Cola bottle with a soccer ball cap and the text "GAOI KEPAIZOTN" and "Coca-Cola".

It stands to reason that insuring the risk of (the results of) a promotion running out of hands increases their attractiveness and improves creativity. For more information [loukas@solid.gr](mailto:loukas@solid.gr).

## Chrysler/Fiat shifts dealer/retail blitz to Doner (US)

After **Fiat** appointed Olivier François to the post of CEO and chief marketer at Chrysler, the latter wasted little time in firing BBDO and proceeded to draw on agencies "...all over the country with different points of views and different talents". He was quick to lean on **Doner's** well-established track record with Mazda (the latter's "Zoom Zoom" campaign has been known for bringing real creative flair to automotive advertising). The assignment covers all retail- and dealer-oriented ads for Chrysler, Dodge and Jeep brands and the agency stands a good chance to retain the multi-million \$ business for 2011 as well. Said Doner CEO David DeMuth: "...we couldn't be more excited to be part of the new creative energy and momentum at Chrysler right now and grasp this incredible opportunity". It did help that Doner's relations with Interpartners facilitated introduction to and collaboration with **Armando Testa**, Fiat-Lancia's long standing agency of record in Europe.

For more information: [ahawkins@dch.co.uk](mailto:ahawkins@dch.co.uk)

## Solid client Intersport crosses 2 markets



After a first campaign with **GAV**, Interpartners in Bucharest, **Intersport** has now called on Interpartners **Sofia** to handle their local communication. The start was a low-budget promotional offer, followed by comprehensive online action to boost sales among a younger audience and a Christmas drive.

Intersport is one of **Solid's** major clients in Greece and being able to service their client on a trans-regional basis is a genuine mark of efficiency for network cooperation between like-minded partners.

## ....drinking to Sofia's health

**Pernod-Ricard** has entrusted **InterImage** (the agency's PR & events arm) with a new project for **Havana Club**: "Libertad de Musica" is a promotional event inviting people to a free style dancing parties in 3 Bulgarian cities at the sound of well-known DJ Maestros.

## Joining forces in city marketing

How to define a marketing strategy and put the city of Izmir on the forefront in terms of socio-economic development? **ArtGrup** – our Turkish partner agency – took the initiative to lead a consortium, comprising experts from Wolff Olins, AMSC investments experts, a team from Kita urban design and the president of the Dutch Blue Group, all working together in an effort to promote the city. Nearly 4000 people were interviewed before finalising a master plan, now to be implemented both domestically, in Europe and beyond. Says **Fehmi Ozkan** (ArtGrup's MD): " ....calling on various forms of support from the network contributed to build a convincing proposal consistent with the most advanced form of communicating Izmir's specific message." More about how ArtGrup is helping Izmir: [fehmi@artgrup.com](mailto:fehmi@artgrup.com)

## Sydney's motorists can't miss Interpartners

**OneForAll**, grasping a special offer from Clear Channel, produced this eye-catching billboard. No way to miss this striking message. In the meantime, our Australian partners prepared a document on "*Australia, the best kept marketing secret*". The full copy of the report can be found on our website:

<http://www.interpartners.info/public/markets-trends.php>



## Low cost/high quality shooting in Romania

Our colleague, **Lucian Georgescu**, is one Romania's best known personalities in the local film industry. He'll be happy to introduce you to a new generation of Romanian filmmakers and A/V producers.

**GAV** is able to offer full production support to its network partners and their clients with full-service film, video and multi-media facilities managing the production process from script to screen.

For more info: [luciang@gav.ro](mailto:luciang@gav.ro)

## A proudly shining star for GAV

**Mercedes** has been working with GAV for a number of years. Recently, three projects were implemented for the Vito and Viano models as well as boosting specific safety criteria of Mercedes cars in general. Have a look at the TVC "*Wishes do come true*" on <http://www.youtube.com/watch?v=w-V3ldoiOao> as well as an online cum DM campaign on <http://www.youtube.com/watch?v=Ab9e4s4od08>. It's refreshing to see how locally generated creative contributes to make the Mercedes star shine.

## Hello Asia

You're welcome to have a look at [www.tropical.com.sg](http://www.tropical.com.sg) to visit **Tropical Advertising** in Singapore, our partner agency acting as a hub for activities to be deployed in Asia.

Contact: [lcchiu@pacific.net](mailto:lcchiu@pacific.net)



