

interpartners newsletter

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Questions or comment?
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Networking in Paris

22 agency partners from as faraway places as Singapore, Dubai and Sydney met each other for two days, combining workshops with face-to-face networking. Splendidly hosted by our French colleagues **Okó** and **Hemisphere Droit**, all participants unanimously felt that this meeting represented a timely point of reference, providing an opportunity to explore new avenues of action, with 'digital' featuring high on everybody's agenda.



The network's first steps on the Chinese market, paving the way for tailored on-the-spot servicing resource also came into focus.

Alenka (Slovenia) and Fady (United Arab Emirates) intrigued by each others experience.

Meet TheAdKitchen



Dubai not only has some of the world's most impressive skyscrapers to offer for viewing, it also houses the best kept creative secrets of the Middle East advertising scene. Welcome at **TheAdKitchen** and its team of striving ad men and women led by **Fady Karim**. Located in a state-of-art penthouse, the agency proudly pats itself on the back winning 2 out of 3 pitches it has been involved during the recent months.

It only takes a few minutes to visit their www.theadkitchen.com and you'll feel the drive of cutting-edge creativity at work.

Belgian week in Sofia

For the 7th year in a row, the **Sofia** agency organized the annual event of the Belgian-Bulgarian Business Club and the Belgian Embassy under the motto: **Tomate Crevette – the Best of Belgium** combining culinary with cultural and business events. **Interpartners Bulgaria** was in charge of the concept and full realization of all materials and, through its PR wing **InterImage**, provided the event's media back up.



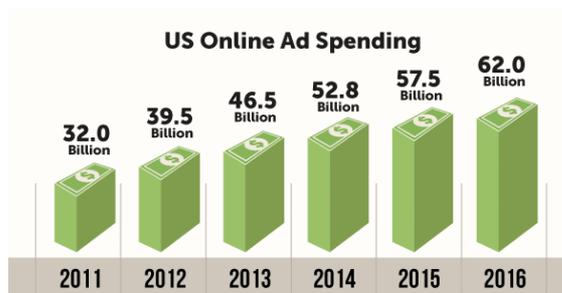
Global advertising spending hit by Eurozone crisis

ZenithOptimedia has downgraded its forecast for global ad spend to 3.8 % this year and 4.6 % next year. (down from 4.3 % and 5.3 % respectively). Advertisers are taking a hard look at budgets and cut back spending. Investments across the Eurozone is expected to fall 3.1 %, despite a modest growth of 1.1 % in the large German market. Hardest hit Greek market having suffered a blow of 63 % this year below its 2007 peak will still drop another - 33 % next, Spain and Portugal may lose 12 – 13 %.

The Eurozone crisis is likely to accentuate advertisers' focus on emerging markets which according to ZenithOptimedia will contribute 59 % of all growth in global advertising spending between 2011 and 2014. Latin America should return to double-digit growth rates in 2013, whilst central and eastern European markets should rebound from 1.8 % to 7.4 % growth.

Zenith's data confirms the importance of internet advertising which is set to rise from 16 per cent globally in 2011 to 21.4 % in 2014. They also underscore the primacy of television, which is expected to show a record of 40.4 % of advertising spending in 2012. (Source: ZenithOptimedia)

Global Online Ad Spending Vs Total Ad Spending



AV SiteKit Basic ...a web solution worth a closer look

Our colleagues at **AV studio** (Slovenia) have developed an optimal solution for the broadest circle of clients who wish to acquire a simple yet very effective website with an online store and CRM solution in a short time and in responsive web design (RWD). **AV SiteKit Basic** is based on the excellent AV SiteKit content management system, which is the product of in-house knowledge and development. Their team of professionals provide complete support and unlimited extensions. Interested in benefiting from a new website in responsive design with an easy to use CMS system, implemented within only a few days and for an attractive price?



Contact vladimir.nardin@av-studio.si

Doner (US) is getting into the pork business

Doner has gained another piece of business by winning the **Smithfield Foods** creative account in a pitch against The Richards Group and Merkley & Partners (NY). The account includes the company's Gwartney brand line of bacon, hot dogs, lunchmeat, sausages and ribs. The \$ 6m media part is handled by WPP.



OneForAll-Interpartners front the scene in Sydney

Our colleagues "down under" have recently completed brand new campaigns for their clients **Pilot Pens**, **Greens Foods (Poppin Popcorn)** and **AHL Group (QT Hotels)**.

The agency was also involved in researching market introductions for the German chocolatemaker **Schogetten** before rolling out the brand in Australia in 2013. For key client **Channel 9**, the agency plastered half of Australian capital cities with a striking print and transit campaign, promoting the stations popular **"The Voice"** programme.

Says **Rob Willett**: "Since joining Interpartners, we have strived to actively promote the network as part of our business offering. By extending our involvement with other partners in Europe and SE Asia, including sharing and learning, not to mention the social side, has really helped us grow as a business".

Learn more about life at the other side of the planet?....contact rob@oneforall.com.au.



Campaign to launch the first pen made from recycled water bottles.



Launch of three brand new hotels



Channel 9

Congratulation to Lucian and his team

GAV relaunched its website and announce a new positioning, **Content Accelerator**, soon after it won the **Webstock Award** - the online local "Oscars" - for 2012 best viral with **Sector 7**, GAV's entertainment brand. Want to know more? Check www.gav.ro.

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