

interpartners newsletter

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www.interpartners.info

Questions or comment?

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GIVE GREECE A CHANCE

Greece has committed to the toughest austerity program in modern history. Heavy tax hikes, pension and wage cuts have reduced the primary budget deficit from € 24,7 billion to € 5,2 billion in just two years... but with a dramatic impact on the life of every Greek.

A new set of measures were recently voted in by the Greek Parliament. With a focus on structural reform, we have a chance to create a new Greece. A modern, productive and creative Greece with a sustainable future in Europe.

Further hardship is inevitable. Unemployment has already reached 21%. This is a high price to pay and it should not go in vain.

We are entering the fifth year of recession. Our European partners have stood by us. But we need continued support and the breathing space to get out of this vicious cycle. And we deserve to know that there is a fair chance of success.

We are hardworking, tax paying citizens unfairly labelled with stereotypes so easily handed out to Greece today. We are Europeans who aspire to a constructive role within Europe. We will deliver on our commitment. We have already made sacrifices. We are ready to do more. We are betting our future on this.

All we are saying is give Greece a chance

Global rebrand of Doner and DCH



Our London partner will see their agency name rebranded under the global **Doner** umbrella. Doner is America's second largest independent agency with billings in excess of \$ 1.7 billion.

The name change in London reflects the increasingly close working relationship between DCH and Doner. It also coincides with **Nik Margolis** becoming managing partner.

Andrew Hawkins continues to head the agency and is also in charge of international contacts for Doner as a whole. **Matt McMinn**, who has been with DCH for 4 years, has been promoted to join the leadership team.



Doner has profited hugely from recent acquisitions, among which the shared **Fiat Group** (Chrysler) business as well as clients such as **Avery Dennison, DuPont (Teflon)** and **Gojo (Purell)**, all of which will gain from the international connection. London's **Digi-Direct** team also plays a major role in the new division of labor between the UK and the US.

For more information: see www.doner.co.uk

Give Greece a chance

Have a look at www.greeceischanging.com to see how the country is explaining the efforts made to further the measures undertaken at European level. The campaign represents an interesting example of PR action supported by Greek businesses, among which a long standing client of **Solid**, our partner agency in Athens.

Budapest: trans-regional workshop

9 agencies from Germany, Russia and central and South Eastern Europe came together at a workshop hosted by **Hammer Advertising** to discuss ways to improve return on multi-market accounts and expand network cooperation. The gathering also allowed Hammer to present a brand new resource called **Streamline Express** – a closed web-



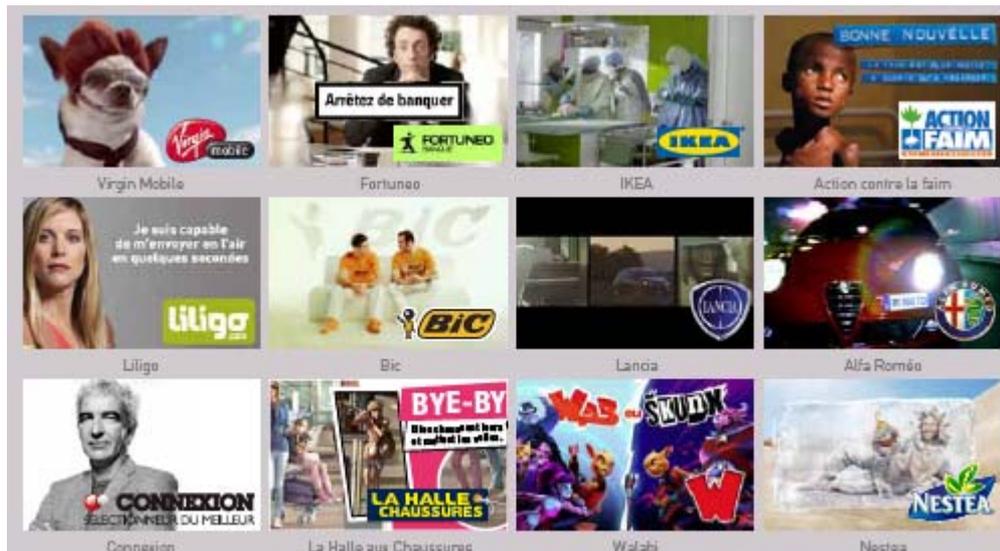
based intranet system that will radically reform the production workflow of global campaign management. Streamline Express delivers a user-friendly surface where the client and the lead agency can comment, edit content and supervise the total workflow of a cross-market campaign.

Hemisphere Droit flies high

Our colleagues in Paris are flying high with their new client **Liligo.com** – an internet portal specialized in air travel. Three TV commercials were conceived using humor to convince people of the special treatment they'll experience when booking with Liligo. The TV campaign is underpinned by outdoor as well as via apps and social media.

...and why not have a look at some recent creative from Frank Tapiro's team?

Here they are:



Paul McCartney featured in Harman International ad campaign by Doner

The announcement of **McCartney's** involvement in **Harman's** brand advertising is as a way to involve consumers to think about JBL, Lexicon, Harman Kardon, Infinity and other products.

Last year, Harman launched a campaign for Harman Kardon starring Jennifer Lopez first in Europe, now also featured in the US

with a marketing budget of nearly \$ 50 million. The campaign from **Doner** includes TV and media in combination with online marketing and social media, designed to cover both home systems and in car audio target audiences.



At the food health of Armando Testa Brussels

Philippe's team has been scoring well in newbiz terms. Their client **Bofferding** (brewery) came up with additional business covering the launch of **BATTIN** – a special beer in the higher density quality.



Staying in the beverage field is the win of **GINI** softdrinks with the development of a full range of social media drives, to be launched this Spring.



Welcome Croatia

Joining the EU will represent an important step for **Croatia** and underlined the progress made in terms of social and economic integration with its European neighbors. With an annual income in excess of \$ 15,000/capita, this beautiful country with an Adriatic coastline with more than 1000 islands is ranking 18th among the most popular tourist destinations worldwide.

Better still...our new network colleagues at **Logic** in **Zagreb** will be happy to help you address the country's 4.3 million strong consumer market. The agency not only delivers fully integrated above and below the line resources, it has also developed a highly regarded consulting unit with enhanced brand design capabilities.

Its 11 strong team is led by **Frane Cupic** (frane.cupic@logic.hr) managing an exciting mix of local and international clients among which **GM Chevrolet**, **Danone**, **Colgate** health care, **P&G Max Factor** cosmetics, **Nestle** (food), **BT net** as well as known local names such as **Phoenix Farmacija**, **Mercator** (retail), **Sigma Centre** and others. Have a look at their website: www.logic.hr

Bye Matthieu...welcome Frédéric

After having been part of **Okó's** management team for more than 5 years, Mathieu Lecussan has opted for a different career. Driven by his entrepreneurial instinct, he will be launching a new brand of champagne both in France and at export level. We all wish him a "bubbling" future.



Frédéric Rossi-Liegibel is the new face at Okó, in charge of development and the person to talk to for all network business. Frédéric was strategy director at Extrême and EuroRSCG Publishing (both Paris) and manager of Cooperative Design. He was granted a double nomination at the Grand Prix Stratégie Award for Schweppes brand renovation and packaging and the Prix GART 2000 for an institutional campaign for the city of Caen. Frédéric has published two books focused on the impact of colour ("Emotions et Alchimies) and acted as a media consultant for the Figaro daily and France 5 and France Info TV networks).

Frédéric can be contacted by email at: frossiliegibel@oko.fr

IP Sofia on a winning trail

The agency had to fight off 3 major competitors to win the pitch for a nationwide TV campaign for **TECHEM** household heating bill systems. The project includes a substantial production job.

IP Sofia was also selected by the Bulgarian Advertising Association to undertake the (pro-bono) development of a new logo and related applications. Both represent positive achievements to underpin the agency's 20th year celebration of market presence.

China's decisive step in building up a Europe-wide marketing presence in Brussels

Feng Jun, the founder and president of **Aigo** consumer electronics, headquartered in Beijing is the initiator of the Aigo Entreprises Alliance, grouping 100 Chinese export-marketing oriented companies covering a wide range of products, ranking from electronics to household equipment, telecom, food products, fruit juices, body & health care, cosmetics and others. Aigo, which has 17 offices world wide undertook to strengthen its international image by registering as a sponsor of the Vodafone McLaren Mercedes Formula 1 team and Manchester United.



Aigo president Feng Jun recently announced the establishment of a European Trade Center in **Brussels** grouping the export activities of 70 Chinese marketers. The move coincides with Chinese car maker Great Wall Motors inaugurating a car assembly plant in Lovech (Bulgaria) aiming at the production of 120,000 cars to be sold across neighboring markets in central and south-eastern Europe.

Other recent acquisitions by Chinese interest include Sonia Rykiel cosmetics in France and Delvaux leatherware in Belgium. A total of 4675 Chinese companies are now operating across Europe – 85% of them being family and privately owned entrepreneurial companies - and this number is expected to grow exponentially.

Soon to be announced: the creation of an Interpartners "China Desk" in Shanghai.

To be penciled in your diaries: Paris in October

After last year's sunny charm of Germany's capital, it's now the turn of **Paris** to host our *annual network meeting* to take place by mid **October**. Our two partner agencies are preparing an exciting program and above all, there's this wonderful city waiting for us all.

We will combine our 2012 session with another network initiative – more about this in due course.

