

interpartners newsletter

**MAY
2012**

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Questions or comment?

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Getting it right in China

An increasing number of our clients are aware that substantial growth is now to be found in the Asian region, **China** in particular. Yet, we are all aware that the ability to understand local market sensitivities and to cope with a complex distribution system in a fragmented market is essential to getting it right. Anxious to avoid the risk of getting burned in a vastly complex market, **Berry Gelder** joined by our **Australian partners Rob Willett** and **Dave Petschak**, met with different communication specialists in **Shanghai**, looking at ways to approach the marketplace.

They called on a wide variety of category experts, ranking from a market research company to cross-media consultancy and specialists in graphic design & branding, employment marketing and a leading team in social media and internet community platforms.



"Meeting with Judith Zhu and Jack Luo from Shanghai Leader marketing research&consultancy"

Their conclusion: opting for a tailored system based on flexibility and direct contacts with selected expert teams might well be the best way to approach the Chinese marketing scene. They intend to share their experience with all at the next annual network meeting in Paris.

GAV (Bucharest) is reinventing themselves

Lucian has been working hard lately to develop an online unit within his agency structure. **John Riley**, his partner and long time friend, will be in charge of the new unit. John is considered to be Romania's viral content guru and worked in digital agency teams in London before moving to Romania in 2005 to set up **Sector7**, Romania's first ever online content company. Building a strong online platform for the agency is well on its way and the new team has the ambition to redefine the agency's approach to fully integrated resources. A first success has been booked with the acquisition of Milan based Longanesi group with the development of online book trailers.



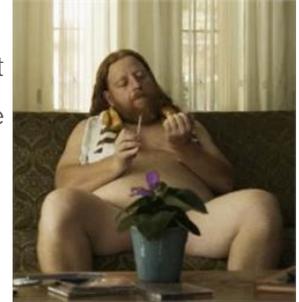
The Plant liberation front

This campaign, from our colleagues from **Testa**, was selected *Campaign of the Week by Cream* and also picked up by AdForum, Brand Republic Campaign Global Voices, on air at www.culturepub.fr as well as listed by Strategies, Werben und Verkauf and others. **Vigorplant**, Italy's leading brand of potting soil, wanted to promote itself to Italian gardeners. Normally, such a brand would concentrate on communicating its nutritional properties to this specialist audience.

But instead of educational ads that discuss the science of plant care, Vigorplant chose to realign its brand positioning as a spokesperson for all things green; the « **Plant Liberation Front** » was born. The campaign highlighted the general difficulties encountered by plants on a day to day basis.

According to Vigorplant, the life of a plant is harder than it seems.

Especially when there are nudists around...



Singapore and Sydney close in on stronger co-operation

Rob Willett (OneForAll) met **Chiu Liu Chian** and **Dennis Chong (Tropical Communications)** to fine tune co-operation between the two agencies. An important issue at stake are the efforts undertaken by our network to build a service structure in mainland China.

U.S. agency revenue surge



Revenue for U.S. ad agencies grew 4.7% last year (vs 3.9% employment growth), proving that the agency business is humming along even when the economy struggles through, according to recent figures published by Advertising Age. The figure however pales compared to the 17.1% growth of digital-specialty agencies and 11.4 % jump in sales of media-agencies. Total 2011 U.S. revenue for all marketing communications agencies (advertising, media, digital, marketing services, health care, public-relations) rose 7.9% to \$ 33.2 billion (tracking records of more than 900 agencies). This compares with global revenue of the world's largest consolidated agency networks which grew 8.1% in the U.S. and 11.4% abroad. (Source: Advertising Age – May 3, 2012).

New logo for the Bulgarian Association of Advertising Agencies

This minimalistic logo, created by our **Sofia** partner agency, has been

selected by the association to mark its future activities. "The idea" according to **Katya Dimitrova** "was to express the dynamic changes in the field of marketing communications in our country". The logo subtly expresses the four cardinal points of focus, direction, coordination and cohesion.



BULGARIAN
ASSOCIATION OF
COMMUNICATIONS
AGENCIES

Philippe + Philippe



Armando Testa Brussels has been fishing for additional talent and here he is: **Philippe Hollander**, the agency's new copy brain teaming up with Lourenco Cunha Ferreira. Philippe (47) has been working on Marlboro, Eastpak, Chrysler/Jeep and others. He's responsible for the annual Creative Club of Belgium Night and co-owner of "Think Factory". The two "Philippe's" will be looking after the agency's clients like Lancia/Fiat Belux, Walibi Europe, Media Markt, HRGovernance Alert, Gini (recently acquired), Bofferding and Battin beer and others. His professional background includes Lintas, Leo Burnett, Bozell and EuroRSCG.

Doner U.S. sell a stake to MDC Partners



Doner – mother company of our London partners – have sold a minority stake to Toronto-based MDC Partners. Doner, has an estimated \$1 billion in sales with a staff of 600, and is considered the 3rd largest independent ad agency in the US. The deal, worth an estimated \$15-20 million for the minority stake with additional payments contingent on future performance, marks the objective of consolidating the agency's worldwide growth with clients like **AutoTrader, Avery Dennison, Fiat-Chrysler, Coca-Cola, Coleman, Serta, Sherwin-Williams** and the **UPS Store**. "Recent account acquisitions – **Choice Hotels Int'l, Harman audio** and **Perkins** restaurants – have created a lot of runway ahead of us" says **David DeMuth** president and CEO. "This is good news for us, here in London" says **Andrew Hawkins** "and the opportunity to continue to get better and develop our international capabilities". Have a look at the **Fiat 500** commercials on YouTube produced by Doner for the launch of the car by Fiat-Chrysler in the US.

More details: ahawkins@doner.co.uk

Monsieur Marie....a culinary sex change

Monsieur Marie was a well known TVC personality on French TV from 1986 to 2003, promoting ready-made meals. Our colleagues from



Hemisphère Droit brought him back to life...yet introduced as **Madame Marie** more used to "listen" to the opinion of consumers and prepared to assist them cooking. The fun of the commercial is that Madame Marie is not a famous actress, nor a blond or brunette debutante but a single VOICE.

The agency has conceived a saga built on 4 ads of 20" underlining Marie's new place in the kitchen within the context of: "Cooking today is something Marie knows about" (La cuisine, aujourd'hui c'est Marie). The TV campaign is enhanced by an interactive website, bringing Marie to life.

Hemisphère Droit is working for **Alfa Romeo/Lancia, Lilligo.com, Walibi** (in association with Philippe Gelder's agency), **Connexion, Humex, La Halle aux Chaussures, Ikea, Bic, Virgin Mobile** and others.

Want to know more...contact **Laurence Ramognino** (laurence.ramognino@hemispheredroit.com).

Our new colleague from **Okó**, **Frédéric Rossi-Liegibel** is currently working on the image of our French partner agency. One of the tools he has put together is the creation of a blog – open to network partners, clients and agency friends. Have a look at: <http://www.blokos.net/tag/interpartners/> to read what other network agencies think about development of their respective markets.

Read this:....\$ 466 billion spent on media advertising worldwide

That's a lot of money even if the figure reflects gross spending (knowing how clients love discounts you'll be able to imagine what the real figure is).

Even more remarkable is the fact that according to ZenithOptimedia, not less than 16% have been spend via digital channels. Another study by McKinsey revealed interesting facts on the impact of advertising investment on GDP of the G20 countries. The research project, which covered a period of 10 years, estimated that advertising activities at large stood for 15% of GDP growth, with 2/3rd originated by traditional advertising activities and 1/3rd more specifically from digital communications.

(Sources: OptiMedia and McKinsey – April 2012).

Interpartners Worldwide



Anything worthwhile happening at your agency or in your market...don't hesitate to mention it on **LinkedIn (Interpartners Worldwide)** or contact: **Anouchka Gydé** (anouchka@interpartners.info).

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