

interpartners newsletter

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Questions or comment?

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Meet our friends in Barcelona...!

Slogan Group (www.slogangroup.com) is part of the history of the Spanish advertising scene. The agency has created a series of remarkable campaigns for **ONCE**, **Pasta Gallo** and **Repsol**. Acquired by Arnold (US) a couple of years ago, the agency was bought back two years ago by a new, young and hungry management team directed by **Albert Cambredó**.

Albert (38) acquired substantial multinational experience as Publicis' Barcelona's CD before taking over the helm as main owner and CEO of Slogan. He is assisted by David Zambrana (client service director) and a team of 16, working for known Spanish brands such as **Repsol**, **Vichy Catalan**, **Torrès**, **Freixenet**, **San Miguel** (beer), **La Vanguardia** and the famous **Barca** football club.



The agency is (still) small - yet growing fast, with the will to remain lean and flexible, and importantly is typically international- as well as digital-minded. Facing the particular situation of Spain, an office has been recently opened in **Madrid**.

You're very welcome to contact Albert Cambredo whenever you need help in Spain – the agency intends to join our network by May and remains at (y)our entire disposal in the meantime.

To contact Albert: acambredo@slogangroup.com

New branding of Belgian partner

In May of this year, **Philippe Gelder** will celebrate the 10th anniversary of his agency. At this occasion, he has undertaken a fundamental restructuring of his holding company - **Armando Testa Brussels Group SA** – into separate hubs working on an integrated platform: **Testa BRANDING**, **Testa DIGITAL** and **Testa (e)-CRM** (ex BeeJee).

Another unit, **CUISTAX**, is specialized in sponsoring and the organization of events, including the organization of “**Product of the Year**”.

Clients of the agency comprise: **Lancia/Alfa Romeo**, **Gini soft drinks**, **Walibi leisure parcs**, **Merck pharma** (in cooperation with SelectNY), **Media Markt** (Belgium), **Culinaria**, **Moving People**, **Fountain**.

More information: philippe.gelder@armando-testa.eu

SelectNY on a global spray

Our German (**SelectNY**) colleagues successfully pitched for a global OTC pharma client that they are now in the process of implementing across Europe and starting in 2 Asian markets as well as in Africa. More information on this exciting project in our next newsletter issue.

Contact: metemadieh@selectny.com

Still growing: the global market of luxury products

The market for luxury products tripled in 20 years and reached 330m consumers worldwide in 2013, worth \$217bn that same year. Interestingly, 14% of these consumers were Chinese, who spent a remarkable 28% of the global market value. Albeit slowing, sales are forecasted to grow and reach a total of 400m consumers in 2020. According to **Bain&Company**, a specialized research company, expansion is increasingly forecasted to be originated in Africa.

mail.ru enters the US market

Russia's premier internet portal has seen sales explode by 29.6% to € 557m in 2013 and is now launching **My.com**, an US based subsidiary specialized in mobile phone applications, messages and games.



A look at recent creative

Paris (Hemisphere Droit) is launching new ads for Ikea and launched a campaign for 'Old Master' Dutch cheese in France. For more work produced by Hemisphere Droit, see their website (www.hemispheredroit.com).

35th anniversary of AV Studio



Our Slovenian partner agency has gathered substantial experience in producing multi-market web content. The latest production was for **ASKO**

Scandinavian design household appliances involving a modular product presentation produced in 15 languages, including Russian, Australian and other (faraway) versions. **AV Studio** also proudly mentions that its key client **GORENJE** was awarded the best internal communication practice at the **FEIEA Grand Prix 2013** – Federation of European Business Associations. The runner-up in

the best photograph was an **IQCook** team shot by in house photographer **Ivan Pisar**. The agency also successfully concluded the **WELLA Ambassador contest** with Cosmopolitan magazine involving 580 applications and 21,900 votes.

All interesting newsbytes for the agency's 35th anniversary to be celebrated this year!

More: contact vladimir.nardin@av-studio.si

And the show goes on...

Want to spend a few (good) moments with a series of TV and other video productions from network colleagues, then [click on this link](#) and enjoy their work. It's revealing, to say the least, to see how content varies across different cultural and linguistic territories.

InterImage Sofia

Katya is proud to announce that the agency's PR unit has won the prestigious **EVENTEX award** in the “Green Event” category for its EU campaign “**DoThe Right Mix**” which is currently running in Bulgaria.

InterImage is implementing this campaign in cooperation with Mostra Europe.



Emotion and politics – the case of Scotland.

According to **Clarity** – a British research firm – there's a lot to learn from political campaigning analysis, referring to a remark made by Kate Moss suggesting campaigners look for inspiration to Bowie's “Stay with us” message. According to Clarity, these 3 words encapsulate more emotion than the “No” campaign in particular has been able to summon so far. This goes to the heart of an interesting phenomenon: “Scot's don't want to be told to what they can and can't do”.

More about the issue can be found on www.clarityRES.com

Looking forward to our next 2014 annual meeting



Kirsten with Natalie (BeeJee) in Vienna

Casual conversation in between more serious topics at our last year's annual network meeting (Vienna) is shown here by Natalie Versluys (Brussels) and Kirsten Esser (Rotterdam).

The 2014 meeting will take place in Brussels on October 9 & 10... a welcome opportunity to underline what's bonding us all: sharing ideas and resources to our clients benefit.