

# interpartners newsletter

**MARCH 2016**

**In this issue:**

- Meeting in Verona
- New location in Brussels
- Jump into Ireland
- Mexico flying start
- Ta.bu art exhibition
- Fady's account win
- Forbes reveals what brands have in common
- GAV : doing well
- Hammer in Denmark
- Skoda takes OKO
- Social media 'Clarity'
- A good network friend passed away
- Assen, Sofia's creative
- SelectNY new name

**Questions or comment?**

[info@interpartners.info](mailto:info@interpartners.info)

[www.interpartners.info](http://www.interpartners.info)

**Interpartners meeting in Verona: a love affair !**



Come and discover the heart of Italy in Verona where we'll gather for our 2016 network meeting on October 13 and 14. There's no such thing as working together with a strong sense of one another's culture, which is what Interpartners – and Italy – is all about. More on the meetings, its venue (Verona's 'Grand Hotel Del Arte'), the programme for the 2 days and the hospitality programme hosted by our friends at Cooe Italia in the coming weeks.

**The new location of our Brussels office**



Before jumping to conclusions : the snails flanking the building are there purely for decorative reason ! In the meantime, please take due note of our network's new address (operational since February 1<sup>st</sup>) :

**Interpartners Communications SCRL**

"Quatre Bras" building  
Mechelse steenweg 455  
BE-1950 Kraainem  
Phone and [email](#) remain unchanged.

The office is located right at the so-called « *Quatre Bras* » (Four Arms) crossing of the Brussels Ring with the well known Avenue de Tervuren (in Flemish : Tervurenlaan) which stretches out all the way up from the European Union city area. You're very welcome to visit us : a 10 minutes cab ride from the airport will bring you there !

# Jump into Ireland



...and right you are ! Dublin is where you'll land and here you'll be welcomed by a terrific agency that knows all about famous Irish hospitality. Founded in 2009, this is where our newest network partner agency : Boys & Girls is a happy team of people creating exciting ads for such clients as Dulux paint, Rabo Direct (bank), Jameson (whisky), Aldi Irish meat, Three Telecom, Mc Donnell's (food), Milupa (baby nutrition), Kellogg's and others. Enjoy the commercials on [www.boysandgirls.ie](http://www.boysandgirls.ie)

Patrick Meade and Pat Stephenson – two of the 4 partners – will present their agency to us all at our next conference network meeting. And provide you with an additional reason to put their beautiful island on the agenda of your next holiday trip. Your Interpartners contact in Dublin: [pat.stephenson@boysandgirls.ie](mailto:pat.stephenson@boysandgirls.ie)



## Mexico off to a flying start

In December, Kingdom won a pitch against 6 agencies to launch a new program in Mexico for Cotton Inc promoting cotton as a preferred fabric to younger consumers (focus on 18-34).

The agency also closed the year with a campaign encompassing a number of initiatives to celebrate the Club America Mexico's iconic football team.

And last but not least, Kingdom has also been added to Samsung's agency roster and is now working on two pitches for them.

For Merck the agency is engaging – in collaboration with SelectWorld - on a project to revitalize the approach for Iliadin (Nasivin) in Mexico, also meant to be exported to other Central American markets.

To expand Kingdom's resources, Maco and Linda are announcing a new alliance with a LA based digital company as well as a PR agency, enabling them to provide a truly 360° service to clients.

## Ta.bu art exhibition in Brussels



Next to being OKO our French partner agency's owner, Hervé Francès and his wife Estelle are the drivers of the Francès (Art) Foundation based in Senlis (near Paris) enjoying an international reputation.

The Francès Foundation is one of the key sponsors of a remarkable exhibition in La Maison Particulière, one of Brussels reputed art galleries. The exhibition is all about banned, prescribed, prohibited, feared, dreaded, transgressed...taboos in art which are inherent to society and to mankind. Here, with courtesy of Frances Collection the work « Hanging Woman » from the bondage series by Mobyoshi Araki.

More about the Frances Collection : [hfrances@oko.fr](mailto:hfrances@oko.fr)

## Fady announces a remarkable account win

Following a 4-months pitch, the AdKitchen is immensely proud of a major client win with international implications :with the Abu Dhabi Airport Group handing their ad account to our Dubai partners.

The scope of the work includes activities covering duty free, airport branding, corporate com, the airport's ground services and the launch of a new terminal.

Says Fady : « We put plenty of blood, sweat and tears into our work and are pleased to see that the client recognized this ».



## Forbes reveals what Dolce & Gabbana, DKNY, Mango (and others) have in common.

There's nothing new about luxury brands paying special attention to global marketing niches. One example is the US Latino market which, according to Nielsen, represents the strongest driver of domestic sales with 2015 reaching in excess of \$ 1.5 trillion. Another of such markets is the Middle East where luxury goods totalled sales of \$ 7 billion in 2014. An interesting case is what Forbes tells us about fashion-minded muslim trendsetters. The magazine reveals that each year there are globally 70 to 80 million more muslim consumers reaching a middle class income status. Internationally, the sector exceeds the \$ 2.2 trillion mark and is growing annually by \$ 500 billion. Growth is noticeable across all FMCG fields like food, wellness, cosmetics, health care, fashion and financial products. From the 1.8 billion muslims population worldwide, approx. 52% are less than 25 years of age. According to The Economist they represent the largest unexploited marketing target.

Sources : Forbes, Nielsen, NRC, The Economist.

## GAV : doing well in an expanding market

Romania and its 23m consumers represents South-Eastern Europe's most stable and expanding market. Our partner agency is equally doing well, winning two pitches in a row. The agency capitalized on its experience in financial know how by winning the cultural market busines from BRD-Société Générale and also announced a major pitch win with Eden Red – the financial servicing people – with a rebranding campaign to be implemented in 2016.

## Hammer : a new journey begins in Denmark

Peter Szoboszlay has grasped Hammer's know how in retail (Tesco) by joining forces with native marketer Maja Scholer Nielsen (32) and her 8+ years of experience with Dansk Supermarked Group to launch Hammer's Danish liaison office in Aarhus. Says Peter : "Maja is an ambitious and passionate marketer who will contribute with in-depth market knowledge and insight, as well as having a thorough understanding of client's needs and their way of thinking".

The agency will operate as HMS-Denmark and it's website [www.hms-denmark.dk](http://www.hms-denmark.dk) will be operational in a couple of weeks.

In the meantime, you are welcome to contact Maja for additional information: [maja.scholer@hms-denmark.dk](mailto:maja.scholer@hms-denmark.dk)



## Skoda takes OKO on board for France

**ŠKODA**



Paris is celebrating its win of Skoda's CRM account – the first time the company is working with an outside source in this field. The activities are planned to be substantial, the Skoda's market share has grown + 6.6% in 2015. OKO has a long history of working for VW Group brands such as Audi and Seat, it thus remains in known territory.

More news from France where the agency has developed and launched an exclusive communication platform for the French Syndicate of Accountants facilitating companies to search and appoint an accountant among the Syndicate's members. The agency also produced an activation campaign focused on "Realising your project starts with meeting an accountant". The agency has been working since 2012 with one of the major French accountancy firms - France Défi – producing a series of TV ads and has expanded this presence in the sector in 2015 with two other consultancies: De Gaulle Fleurance & Associés and MG respectively.

OKO's corporate advertising experience has enabled the agency to be nominated "Corporate agency of the year" for the fourth successive year.

Contact : Mathieu Lecussan ([mlecussan@oko.fr](mailto:mlecussan@oko.fr)) for additional information.

## Social media : time for 'Clarity'

Social media appear to integrate a lot of people's live, with ensuing loss of privacy.

Yet three hundred years ago, people lived in close communities and knew all about each other. Industrialisation changed this and created the anonymous urban environment where people could live and virtually disappear. Today's social media enable people to be naturally sociable again in a wide community. Meeting around "the digital pump" is easy yet the legal and other implications are considerable.

Clarity is a small quality research team with a track record to look at things with senior insight, making more genuine read. Learn more about them (<http://www.hms-denmark.dk>) or contact [roddykemp@clarityres.com](mailto:roddykemp@clarityres.com)

## A good network friend passed away.

Sad news from Rome where our oldest network friend and ex-colleague Brunello de Caro passed away. Brunello, the founder of Studio Piu (far right on the photo with his son Daniele far left), made his agency one of the early network drivers. Indeed, Studio Piu has been an active and faithful partner of our group since the early eighties. My sincere sympathy goes to Brunello's family and more specifically to his son Daniele who, for many years, has taken over Brunello's network activities. We all remain profoundly attached to the history Brunello and Daniele have written on behalf of our network in Italy, now continued in all friendship by their longstanding colleague Mauro and his CooEe agency team.



## Meet Assen, Sofia's creative

TV is still the most popular medium with the largest coverage (never mind the internet boom) in Bulgaria. Katya Dimitrova's Sofia agency has been instrumental in developing a series of low cost productions with an inhouse team directed by Assen Phopov, responsible since 2 years with a tool fully tailored to some the agency's clients needs. Have a look at the agency's recent reel of TV ads productions which Katya will be pleased to send to you at simple request : [katya.dimitrova@interpartners.bg](mailto:katya.dimitrova@interpartners.bg)



## SelectNY has a new name and brand look :

# SELECT WORLD

Select World is the new name of our German partner agency. A move which underpins the agency's international ties and underlines its commitment to "make magic fly across boundaries".

Our colleagues in Hamburg are in a festive mood for another well deserved reason : the agency came out among the (7) winners of the Crea 2015 Credential Awards which is a highly regarded competition whereby 17 German agencies entered 72 different campaign projects covering 8 categories which they then had to present and defend to a board of marketing managers in real live setting.

