

interpartners newsletter

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In this issue:

- Verona conference
- AdAlliance together
- Slogan's new home
- European ad market
- GAV newbizz mood
- Webby Awards
- « The Grey Market »
- Cooe against the trend
- China's ad internet
- Cotton#Ahoralosabes
- HMS threefold expansion
- Award-winning office

Questions or comment?

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Our Verona conference will be all about branding

Our colleague Wolfgang Schaefer will share the chair with Prof. van Liemt ("Happiness is the new marketing model") at our round table conference in Verona (October 13). Wolfgang is the author of his provocative bestseller "Rethinking Prestige Branding – secrets of the überbrands"). Make sure not to miss this must-be event.



AdAlliance: Athens and Sofia decide to go for it together



By setting up AdAlliance our partner agencies Solid and Interpartners Bulgaria have decided to pool knowledge and set up a client service platform across the Balkan markets. According to Panagiotis Boukas (Solid) the initiative is meant to be a strategic move with regard to the crisis in Greece, where many companies are seeking expansion abroad, with marked focus on Bulgaria. The project, originally submitted by Katya in Sofia, includes the appointment of a business development manager, Jack Adamis (pictured), in charge of exploiting resources between the two agencies and to build a dedicated client base from scratch. Says Jack: "Each and everyone between us have a huge amount of experience with locally based clients that are keen to call on us to turn trans-regional sales support programs into effective action". Several projects (an ouzo brand, a luxury underwear collection, an automotive detergent product) have already been met, and a series of key FMCG prospective contacts are under way. More information: www.adalliance.eu

AdAlliance

Slogan's new home

Our Spanish partner agency has moved their offices to much larger premises on the second floor of a building centrally located on beautiful Muntaner avenue.

Albert Cambredo is proud of his team's new home which he considers as an indispensable tool to face the agency's rapid expansion and to inspire new ideas.

Here's Slogan's full new address:

Muntaner 246, 1° - ES 08021 Barcelona.

Phone and email addresses remain unchanged.



European ad market is picking up

Several events among which the Olympics, the US elections, Europe's football championship, will influence 2016's global ad spend which is expected to reach the \$ 600 billion mark. It is worth noticing that the increase remains essentially due to the Internet (+15.7%), Social Media (+31.9%) and online video (+22.4%).

It is interesting to see that several European 'crisis' markets are picking up – for Ireland, Portugal and Spain 2016 growth is expected to be 6.7% on average. The same is true for central and Eastern Europe where Croatia is expected to grow +6.1% till 2018, Hungary +5.2%, Romania +6.3%. Even forecasts for Greece show a plus (+3.9%) for the coming years until 2018.

Source: ZenithOptimedia

GAV in a lucky newbizz mood



Lucian Georgescu and his Bucharest team are proud to have won 2 (out of 6) pitches so far this year. The agency's biggest gain is one of Europe's major entertainment players: MAXBET online betting company, leading the betting front in Central and Eastern Europe. GAV has also been chosen by Marca, the Spanish sports newspaper, to produce a series of video trailers.

Webby Awards SelectWorld in the spotlights

The Webby People Voice Award garners million of e-votes from all over the world. SelectWorld's New York office has been named official honoree in the 20th Annual Webby Award with the selection of St John Knits Instagram channel in the "Social: Fashion & Beauty" category. With nearly 13,000 entries received from almost all 50 US states and 65 countries, the Official Honoree distinction is awarded to the top 20% of all work entered that exhibits remarkable achievement. "SelectWorld has enabled us to see our brand through new eyes" says Tiffany Anastasakis SVP Communications & Marketing at St John Knits.



The Economist : « The Grey Market »

According to a recent study published by the Economist magazine, those +60 constitute the fastest-growing group in the populations of the rich countries, with their numbers set to increase by more than a third by 2030. Currently, the +60 spend some \$4trillion a year and that number will only grow.

Yet, according to the Boston Consulting Group less than 15% of firms have developed a marketing strategy focused on the elderly. A study by fast.Map, a marketer, and Involve Millennium, a consultant, revealed that 68% of British 65-74 years old "don't relate" to advertising they see on TV.

In fact, the definition of what it means to be "old" is complicated. Age affects people in different ways: some fade early while others march on. Most greying 'baby-boomers' are in denial about aging: 61% say that they feel at least nine years younger. McKinsey calculates that pensioners in the rich world spend an average of \$39000 on consumption compared with \$29500 for the 30-44 age group. The old are becoming the next new thing. Understanding this is giving birth to new products and service models: more companies are mastering the art of discretion when addressing older people, but not too explicitly. Yet this is only the first stage of a revolution: baby-boomers who have spent their lives making noise and demanding attention are not going to stop now. They have left behind them a trail of inventions, from pop culture to 2-career families. Retirement is next on their list.

Source: The Economist - Old consumers will reshape the business landscape

Cooee swims against the trend

Happy faces in Verona where our Italian partner announced a growth rate of not less than 27% for the first quarter of the year (last year, the agency grew 15% compared with a meagre 1.2% for the industry as a whole). The agency's activities have been boosted by new campaigns launched for clients FILA (industrial detergents), Ferrari BK Marty materials, Inda bathroom design and Venosta consumer retail promotions



To cope with the additional workload, Mauro called on Silvia Baraldi (pictured) to join his team. Silvia will be in charge of events, quality control and Interpartners network contacts. Silvia (38) has gathered a decade of working experience in the third sector, including fundraising for NGO's and cultural marketing. She is fluent in English, French and Romanian.

Half of China's ad spending will go toward the internet

A report from Group M shows just how fast China's advertisers are moving their budgets into the digital space. Five years ago the internet accounted for a mere 4.8% of the country's total ad spend, this year it is expected to take 49%

At the flipside: spending on TV is expected to drop 4.5% in 2016, coming after a dip of 4% last year.

Worth to take note of: the internet and e-commerce are rapidly becoming a favourite channel to sell luxury products across the country, from jewelry to cosmetics to fashion design.

An interesting source of information on this behalf is available through a recent network contact with communication expert Debbie Ong and her consultancy team. For more information you are free to contact her (referring to Interpartners): ongdebbie@gmail.com

Cotton#Ahoralosabes ("now you know")



You feel better and you look better in cotton...two pictures taken from the campaign Kingdom has been orchestrating for their recently acquired COTTON INC. client in Mexico. A major account win, boosting the agency's creative potential already well established across Latin America. Info: linda@wearekingdom.com



Tesco feeds HMS (Hammer) threefold expansion

Winning Tesco's pitch for the production of their weekly promo leaflet across Central Europe represented a major acquisition for our Hungarian partner. The agency opened two additional production centres in Bratislava and Krakov respectively, with a team of 10-12 persons each, dedicated to working on this important project.

Boys&Girls Dublin's award-winning office

Our Irish partner agency can't get enough of enjoying their new home moved to since more than a year ago. Every inch of their office feels tailored to how they work. No wonder the building's renovation won the prestigious Design Award in the relevant category of the Glasgow Institute of Architects. Pictured here is the agency's conference room.

