

# interpartners newsletter

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**Questions or comment?**

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**IP round table: "The Connected Customer"**

*Will it be possible to predict the spread of electronic "word of mouth" and its impact on consumer and business markets? How viral marketing campaigns develop on line? Opportunities and challenges in multichannel marketing? How social media benefit your business and connect with those who matter?*

Interesting topics to be covered at a round table discussion which will be organised on October 9<sup>th</sup> within the context of our network's annual management meeting in Brussels. We are pleased that **Professor Gerrit van Bruggen**, a known academic in charge of marketing communications at Erasmus University and a visiting ISBM scholar at the Pennsylvania State University, has accepted our invitation to introduce and chair our panel's discussion on the topic of social media at large and viral advertising specifically. Indeed, an interesting session to be looking forward to.



For more information, you're welcome to contact Manon Nortel at [manon@interpartners.info](mailto:manon@interpartners.info)



**It's official: SelectNY welcomes Merck Pharma on a global scale**

**SelectNY** has officially started implementing a global service structure for its client **Merck**, which is now becoming operational across the network. Two OTC products (Gemebion and Nasivin) are concerned. The campaign has been developed centrally with network partners providing regional expertise and local client servicing resources. Based on the "OneAgency" model, the campaign is now running in parts of Europe, Africa and Asia. The campaign is led by the agency's Hamburg team with **Annette Kunst**, **Wolfgang Schaefer** and **Martina Etemadieh** in charge.

Said Wolfgang: "Thank you to all Interpartners colleagues without whom we couldn't have done this".

**75% of German ad agencies say no to pitches**

A growing number of advertisers tend to treat their advertising as a commodity as a result of which, according to research, undertaken by Hamburg-based *cherrypicker* consultancy, nearly three quarter of German ad agencies reject the system whereby clients set up a long list of agencies to pitch for their account. According to the same source, agencies are also facing lower compensation levels – in 2012 the average compensation fee paid in Germany amounted to € 10,600...11% less than the year before.

An classic German agency will receive up to 14 pitch requests per year. The degree of pitch response by digital agencies is even lower: less than 20% are willing to accept such invitations. According to **Oliver Klein** from *cherrypicker*: "It's critical to judge which agencies are invited in a pitch, the standing of which will determine whether a client is serious in its undertaking".



**On line spending**

According to Forrester, on line retail sales in Europe will continue to grow and reach a volume of € 234bn by 2018. This figure reflects PWC's recent forecast on growth in digital advertising spend which should take a 33% share of the global cake (against 17% for classical consumer media).

**Exciting news from Bucharest**



**GAV** successfully landed **Selgros Romania** – leader of the Cash & Carry market - as a client. The account was won after an exhausting pitch against five local agencies. Selgros is one of the top national retailers with 19 stores across the country, competing directly with Metro. Lucian and his team will deliver full advertising and communications services, from creative to online and PR. The campaign is expected to be one of the most important Romanian ad campaigns in 2014. The theme "One trip solves it all" plays with the concept of 'time' (to be gained, spent with your love ones...or just relax and enjoy life) with a Louis Armstrong soundtrack. [Have a look at the videos!](#)

**Partners assisting one another**

Bilateral exchange of information and/or requests for assistance is on the up across the network. During recent months, London has called on Germany, Spain and France, preparing a (global) pitch the US is working on. Istanbul is liaising with Moscow on behalf of one of their clients looking for help in Russia. So did Sofia. Dubai has contacted London and Ljubljana. Bucharest is consulting Brussels (BeeJee) on digital. Germany has used the network to look for contacts in Africa. Bucharest and Sofia are working on a joint project. And Doner's US colleagues have asked us to help them establishing a contact in Tokyo.

## Happening at Hammer

Activities are booming at the Budapest front. Múpa, Hungaria's most prestigious Art Centre has chosen the agency to handle its communication programme ([www.mupa.hu/en](http://www.mupa.hu/en)). **Douwe Egberts** – the famous Dutch coffee and tea producer and a longstanding client – has asked Hammer to undertake social network and event activities for **Karavan**, the country's popular coffee brand. The agency also created and produced 2 TV commercials for the brand's special (child and green) tea varieties.

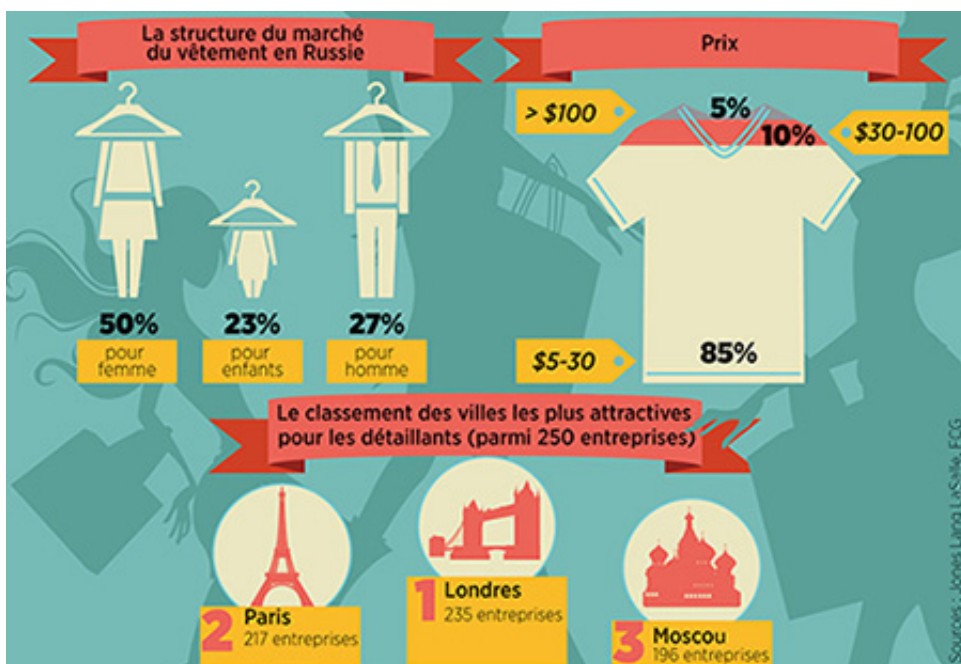


**Hammer's** in depth retail skills are applied to the development of a virtual shopping center concept (Trillion). Other development work from the Budapest team is for **InfiniTV** – a new OTT TV brand similar to Netflix or Hulu starting from the brand ID, strategy and creative concepts to actual digital environment, website, webstore and mobile apps.

Peter is also proud to reveal that he bought an abandoned "Jugendstil" villa next to his existing office, with the intention to renovate it in style over the next years.

## Russian women: keen on fashion. And yet...!

Most, if not all, international fashion brands are omnipresent in Russia's (...not less than 2000) shopping malls. As a result, this specific market has been showing double digit growth figures until recently...and sales continue to show a 2.3% increase notwithstanding tighter market conditions. According to Daria Iadernaia, presiding to Esper, a specialised consultancy, present conditions favour the sales of lower priced fashion brands: Zara, H&M are leading the way, with local low priced brands (Sportmaster, Oodji and others) and newcomers (Takko Fashion) following suit. Interestingly, 29% of Russian women remain customer of smaller streetbased "kiosk" outlets (a number which has decreased however from 37% in 2008).



A fast growing niche is the sports fashion retail sector which has doubled sales during the last two years and on line sales – estimated to reach € 6.1 bn (245 billion roubles).

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## Creative at OKO (Paris)

« La plus belle maison de mon fils, ce sont mes bras. Mais après? » (My arms are my son's safest home. But what is to happen to him in the future...?). This campaign was created by **OKO**, our French partner agency, for their client **Perce-Neige**, a charitable institution.



## Our network's annual meeting

Our 2014 annual network management meeting will take place on October 9<sup>th</sup> and 10<sup>th</sup> in Brussels. Contact and information: [manon@interpartners.info](mailto:manon@interpartners.info)

