

# interpartners newsletter

**SEPTEMBER 2014**

**In this issue:**

- ArtGrup's new structure
- Connected customer
- Sofia wins beauty contest
- New business
- \$ 168 billion market
- Merck
- Agency Post
- SM at Doner UK
- Interpartners Brussels
- Integrated Digital Communications
- Meet Eugen at GAV
- Ikea's new saga

**Questions or comment?**

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**ArtGrup introduces new structure in Azerbaijan**

Our Turkish partner agency has introduced a new structure in Azerbaijan by joining forces with another large international player on the local market: Bruketa & Zinic. The new group named Artgroup Bruketa & Zinic, features an impressive client list, having both been active in the capital Baku since 2009. The agency ranks among the leading creative players across the Central Asian region, its management is handled jointly by B&Z's managing director Helena Rosandic and ArtGrup partner Fehmi Ozkan. For further info contact: [fehmi.ozkan@artgrup.com](mailto:fehmi.ozkan@artgrup.com)



**"The connected customer"...social media thread or opportunity?**

Professor Gerrit van Bruggen is a well-published academic and will chair a roundtable focusing on how the two-way dialogue has profoundly changed the way advertisers interact with customers. Other speakers at this event are Amelia Andersdotter (E.U. data protection and privacy laws) and Nigel Carlos (social media director at Doner, London). The roundtable is organized by Interpartners on October 9 in Brussels within the context of the network's annual management meeting. More details please contact [manon@interpartners.info](mailto:manon@interpartners.info)



**Sofia wins beauty contest**

DeSheli stands for innovative luxurious cosmetic products prepared in Israel. The client turned to our Sofia partner agency to carry out a series of photo shooting sessions with Bulgaria's leading celebrity photographer Dilian Markov. The agency's PR division also started working for the Association of Responsible Non-Banking Crediting (ARNBC) and Orbelus organic wines, expanding on a campaign "Wine for 1000 people".

**Agency Post looks at advertising networks**

When you go to [www.agencypost.com](http://www.agencypost.com) you find Interpartners listed among the best known advertising networks. Most of them are operating in and from the US, underlining the strengths of our position across Europe.



**New business is a tough task**

According to AdWeek research in the US, new business development is one of the toughest agency functions. Today, only 26% would claim that they are successful – compared with over half two years ago. A third of the respondents among the 220 agency executives and 110 senior marketers surveyed concede that the new-business game has become harder for even the best playing it. Dealing with procurement executives at marketers side is complicating the game. Some 43% said that more than half of their work is project-based rather than on retainer. Forty percent claimed that pitching costs have risen and margins suffer.

Interestingly, most advertisers claim that "it's very important agencies have a good understanding of our business"... but only 2% said this was always the case.

Source: AdWeek July 2014

**Magna Global estimates North America's 2014 ad market at \$ 168 billion**

..representing a 6% increase. Nested here are healthy digital forecasts. It compares with global ad revenue expected to expand in 2014 with 6.4% to \$ 516 billion. China, which overtook Japan, and the US together sign for nearly half of global ad investments. (Western) Europe's growth figures at 2.2% is driven by expansion of the TV market.

Digital media spending is expected to increase by \$ 20 billion this year to \$ 140 billion or 27% of the global market.

**Merck**

The "OneAgency" model applied by SelectNY (Hamburg) when expanding the agency's Merck business worldwide appears to succeed well in combining the global lead concept with hands-on local market productions. This sample of Nasivion anti-viral cold treatment material – not on air yet - is part of a SE Asia toolbox produced by DMas (Mumbai and New Delhi), acting as the Merck spearhead agency for the region. The client is greatly appreciating the "glocal" approach developed by SelectNY. A further proof of the efficiency of the system is the work conceived locally for Uri-Cran Forte, marketed by Merck's Belgium, produced by SelectNY's Belgian partner agency ATB (Brussels). More info: [metemadieh@selectny.com](mailto:metemadieh@selectny.com)



## Social media expanding at Doner UK

Nigel Carlos has been appointed to the special post of Social Media Director at Doner in London. As part of its management team, working closely under Nik Margolis, he'll be responsible to cope with fast expanding social media business projects of the agency.

## Interpartners company seat transferred to Brussels

Our network, which has been operating as a limited company under UK law since 2007, has transferred its seat to Brussels. The company has taken the form of a limited liability cooperative, registered as: Interpartners Communications SCRL. The purpose is to facilitate the incorporation of new partners into the structure.

## London: excellence in Integrated Digital Communications



Doner UK and their client Align Technology (Invisalign directed at dental practitioners) has been awarded for the campaign demonstrating what could be achieved outside standard pharma practice. The strategic approach was to get more consumers involvement for Invisalign through a mix of appointment-to-view TV programming on digital channels with integrated direct response, social media paid advertising and community activation programmes, PPC and digital innovations such as Zeebox. The campaign, handled across Europe, resulted in a 30% growth for Info Kit downloads and Doctor Locator searches, whilst the social media community grew a phenomenal 140%.

Info: Matt McMinn ([mmcminn@doner.co.uk](mailto:mmcminn@doner.co.uk))

## Meet Eugen at GAV, Bucharest

Eugen Soineanu ([eugen@gav.ro](mailto:eugen@gav.ro)) has joined Lucian's team in Bucharest where he will be in charge of business development. Eugen (30) started his career at Mc Cann Erickson and Odyssey Communications followed by a 4-years spell in charge of marketing communications at Opel and Ford (Romania) respectively. Welcome in the club!



## “Tout part de là” – Ikea’s new saga

Fighting the current mood of pessimism prevailing in France among consumers, Ikea is launching a new communication platform created by Hemisphere Droit (Paris). The concept is entirely focused on the idea that “making your feel better at large starts with making you and your family feel better at home”.

To do so Ikea provides all you need to turn your home into the cosiest of nests, featuring the latest inspirational trends in home decoration at the lowest cost.

To view the film go to: [www.youtube.com/watch?v=hN9avPnDoqk](http://www.youtube.com/watch?v=hN9avPnDoqk)

**PREX BASSE**  
**GODMORGON/BRÄVIKEN**  
Meuble lavabo 2tr  
**359 €** 499 €

**Tout part de là**  
Bien démarrer et bien finir sa journée : tout part de là. Etre bien dans la chambre et la salle de bain, c'est l'assurance d'une bonne journée et d'une vie meilleure.  
[Réinventez votre chambre](#)  
[Réinventez votre salle de bain](#)

Next issue of our on line Newsletter is December.