

# interpartners

## newsletter

**FEBRUARY**  
**2009**

In this issue:

- New business in Russia, Bulgaria, Austria
- Worldwide THY campaign
- Online workshop in London
- IP contact in France

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Sweet news from Moscow



GN-Interpartners has won the pitch for Perfetti van Melle's a world leader in confectionary brands.

The business involves local adaptation for the Russian market of the advertising for the whole range of brands, including Mentos, Meller, Fruitella, Alpenliebe, Chupa Chups and Daygum.

GN-Interpartners continues to consolidate its position among the independent marketing services players in Russia. It has expanded some of its resources within EMCG - Eurasian Marketing Communication Group - and produced a house style more in line with its current stage of development.



### IP - European Television Factbook 2008 is out !

IP (RTL Group) has published the 15<sup>th</sup> edition of its European Television Key Facts book and overview of the TV-scene.

The publication covers not less than 36 European countries plus the US and Japan. It provides a detailed outline of TV markets on a country-by-country compatible basis, describing the TV landscapes and a wealth of relevant information on TV viewers profiles. The overview also includes data on investments in the key consumer media per market, also involving the internet.

A copy of the book's presentation is available at request ([severine@interpartners.info](mailto:severine@interpartners.info))



### Expanding the network servicing resource

We are in the process of developing our service resources in new markets. Contacts, initiated with agency partners in **Hungary** and the **Czech Republic**, have been consolidated recently... Good news in this respect will follow shortly. We also hope to finalise a dynamic and pro-active presence in the **Arab Peninsula** where we hope to link forces with a new agency (The AdKitchen in Dubai) expected to be operational soon.

## When two market leaders join forces in Bulgaria

Our **Interpartners Sofia** colleagues produced a brand-new campaign for the promotion of a credit card jointly launched by **DSK Bank** and mobile phone operator **M-Tel**. The campaign's message was built on a Lego-like scene animated for use on TV.

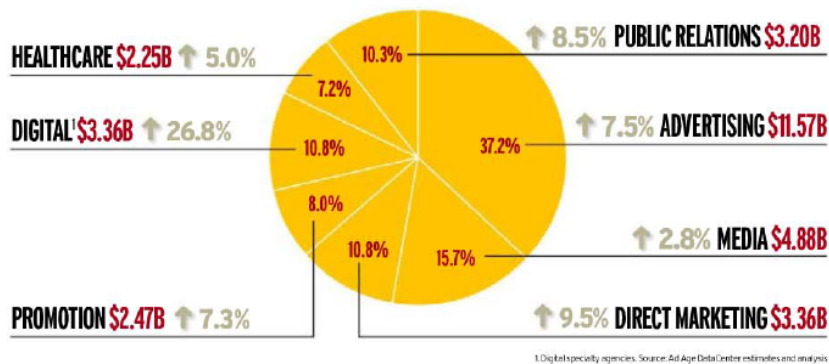


**InterImage**, the agency's separate PR unit has taken a flying start, both with incumbent and new clients. A striking new name among the latter is the program undertaken for **Pernod Ricard** with a range of promotional activities for four brands: **Havana Club, Malibu, Beefeater and Ricard**.

## Slicing up \$ 31 Bn US agencies advertising pie

The 860+ advertising, marketing-services and media agencies in the USA, analysed by AdAge, amassed \$ 31.1 billion in terms of 2007 revenue. The Big Four groups Omnicom, WPP, Interpublic and Publicis collected 54% of that amount. Here's how these investments were broken down across the advertising market:

Breakdown of advertising spend by US agencies, in BN – 2007 (Source: AdAge 29/12/08)



## St-Stephens second account win in 2009

**Kwizda Pharma** has granted our new Vienna colleagues their first ever TV campaign, aired this winter on behalf of the lab's **Bronchostop** OTC home cough remedy. Bronchostop is market leader in Austria. The win comes after the agency's debut for **CAT**, the airport rail link account.



More information on St-Stephens successful new business activity: Gerd Babits [gb@st-stephens.at](mailto:gb@st-stephens.at)

## French advertising market grew 5.3% in 2008

...but the 4<sup>th</sup> quarter saw a substantial slowdown. The media most affected are the A/V ones and magazine press whilst national newspapers, outdoor and national news radio stations have seen their gross income grow. Online advertising investments appears to be less affected of all with a '08 growth of 27%.

(Source: TNS/Media Intelligence)

## Want a date with Kevin Kostner ?

Book with **Turkish Airlines** and he might well be sitting next to your seat. The TV commercial produced by **Art Grup** in Istanbul illustrates with the star the comfort and great services offered in business class.

The spot will be seen globally in not less than 70 countries and **Fehmi Ozkan** is working hard at pushing our network's local resources with **Art Grup's** client.

In the meantime, should you want to view the commercial in full, don't hesitate to ask Severine to send you a copy by email.



## Bonjour la France...

# OKO

**OKO** may not be the best known name on the Parisian scene, but it certainly ranks among the fastest growing independent ad agencies in France. In a largely downgrading market, the agency's 2008 turnover grew by 70% (to € 6,4m) generating a gross income up 67% (to € 4.8m).

According to CEO **Hervé Francès** this progress was mainly due to dynamic new business (with business gains from **Aviva, Total, Alstom, Apria, Forclum, Nexter** and others), as well as investments in new operational divisions like the development of a second operational team operating from Rennes and a unit specialised in strategic print production (**OKO & Ko**).

Says Hervé: "We have been looking for some time at developments in and outside of France. Our recent contacts with Interpartners represent an exciting step into this direction and we are keen to join the network very soon".

More about OKO: [www.oko.fr](http://www.oko.fr)

## How to integrate online DM (and boost agency profit) ?

**DCH** in London has gone through an exciting experience after its merger with **Squeeze**, a digital marketing company. Squeeze, which has 4 years of experience of taking traditional direct marketing theory and applying it to online channels, has become the fastest growing digital marketing agency outside London. The combined group is now able to deliver a fully integrated DM and other offering to its clients - and gaining profitable new business by the same token.



The agency's credo: "We believe in old-style DM delivered and working across all on-line channels" - involves e-mail, web and mobile as well as ATL support. This approach has fundamentally influenced the way DCH is creating and developing strategies for its clients - also enabling the agency to generate additional profit by keeping implementation work in-house. Being "Web"-creative and applying it on direct marketing doesn't come easy, nor does e-DM or e-CRM. But the end results work wonders for clients such as **Lexmark** (an integrated "Print less, save more" campaign covering Europe both off- and online from brief to delivery in 19 countries in just 6 weeks), **Travelodge** (a fortnightly e-DM campaign to 1.5m contacts with detailed one-to-one segmentation across all channels). The agency's bottom line is also boosted by the possibility to work on a result-based remuneration platform.

**DCH** and **Interpartners** will be happy to share this experience with you and invite network partners for a workshop which will take place in London in May. For practical reason, subscription to the workshop will (have to) be limited to 2 persons per agency, with a total of 12 participants. The workshop will be directed by **Nik Margolis** (Head of Digital and Direct at DCH).

### Practical information:

**What: one day e-Marketing workshop**

**Where: at DCH, Emerald Street, London**

**When: mid May 2009 (precise day to be confirmed)**

**For whom: creative/strategic planning executives**

**Language: English only**

**Contribution: €150/person**

**For information and participation (registered by incoming order):**

**Please contact [severine@interpartners.info](mailto:severine@interpartners.info)**