

interpartners newsletter

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Questions or comment?

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Welcome Wien!

St. Stephen's stands for the new name on the Vienna advertising scene, after a successful face-lift and restructuring, of Ströbelgasse, one of Austria's better known independent advertising agencies.



Have a look at www.st-stephens.at to discover what the agency is all about and meet our new colleagues (from left to right: Creative Director **Alexander Straube**, CEO **Gerd Babits** and CFO **Claudia Wolf**) and . St Stephen's network collaboration will be effective as per January 1st, 2009.



Brussels annual network meeting

"Beneficial and lovely" was how **Hakan Senbir** described this year's network meeting, hosted by our Brussels colleague agencies.

Hakan grasped this opportunity to introduce **Art Grup's** recently developed GuideFish marketing communications model (see previous online issue) which was received with keen interest and attention. Presentations were also given by **Nijgh** (GrandProfiler) and our Russian colleagues (Bump - online brand platform) .



Preparing our own meal at Brussels trendy Mmmmhh cooking school was great fun and believe it or not, we all enjoyed an excellent dinner after this jolly session. Isn't the proof of the pudding in the eating....?

Next year's network meeting will move to beautiful Istanbul, at the invitation of Art Grup.

KBC account win in Bulgaria

Interpartners Sofia won the pitch written out by the **Economic Investment Bank** - owned by Belgian **KBC Bank** - against strong competition from Leo Burnett, Lowe and two local agencies. A campaign endorsed by a top local comedian will start on national TV.



The agency also created a series of animated films to promote the **Ministry of Finance's** information drive: "How taxes are spent by the government".



London in the face of the digital era

Doner Cardwell Hawkins has joined forces with direct digital specialist **Squeeze** forming now a new entity to be known as **DCH**.

The agency's client roster of top brands includes the likes of **Young's**, **Fuller's**, **moneysupermarket.com**, **Shell**, **Macmillan Cancer Support**, **Hear FM**, **Nikon**, **EA Games** and **The Economist**.

According to **Andrew Hawkins** "...this will enable us to evolve way beyond the confines of a traditional ad agency to embrace a media neutral approach and provide an absolutely integrated, results-focused business".

DCH's proposition of "Simple Truths" responds to the way consumers are changing their way of live and engage with brands, making it essential for the agency to master a much wider spectrum of communication channels.

DCH Digital & Direct is headed by **Nik Margolis**, a co-founder of Squeeze.

For more information: www.dch.co.uk

40% increase for internet investments in Europe.

The online advertising market in Europe is growing spectacularly.

Studies by IAB and Price Waterhouse reveal that 2007 saw a total amount of € 11,193 billion invested across 16 European countries, a 40% increase compared with the previous year. This compares with € 14,505 billion invested in the US market (26% growth), Japan € 3 billion (+ 15%) and China € 0.9 billion. Despite the current crisis, European online advertising is expected to grow another + 31% in 2008 (worldwide growth forecast + 23%).

Two-third of all European online investments is concentrated in the UK, France and Germany. Still, growth in some of the smaller countries has been amazing. Greece has seen online spending increase 91%, Spain 55%, Slovenia 49%.

In seven countries – Denmark, Germany, the Netherlands, Norway, Poland, Sweden and the UK – on line investments now take in excess of 10% of their total respective advertising spending cakes.

An interesting measure is the per capita spending of on line communications, with a European average of € 80.6. This compares with € 91.9 in the USA. Norway beats the list with a per capita spending of € 132.2, followed by the UK (€ 120.8) and Denmark (€ 109.5). Further down are markets like Belgium with € 49.2.

IAB also compared spending figures per sector, listing the "leisure" sector first, followed by telecom, finance and insurance. The study reveals the growing importance of interactive formats and social networking.

(Source: IAB and Price Waterhouse)

New face in – and news from - Moscow



Evgeny Zhukov started his international career with Saatchi & Saatchi working on P&G business (Head & Shoulders, Ariel and Safeguard), including regional activities across Central & Eastern Europe. He has been appointed Managing Director of **GN Interpartners**, assisting **Natalia Dmitrieva** on the agency's major international and national accounts.

The agency also appointed a new Creative Director: **Eldar Dzhincharadza** has been working with McCann, JWT and Saatchi before joining GN's strong team of 50 persons.



....Both are happy to cope with the additional workload after the agency's win of the creative account for **Red Bull** and **Red Bull Cola** in Russia., starting in November.

Russia's fast growing middle class

A.T.Kearney recently drew the attention of international marketers on the need to capitalise on the growing purchase power of Russia's middle class. According to Kearney, approximately 30% of the population now enjoys an annual income of \$ 20,000 and more. Sectors like healthcare offer enormous possibilities for expansion. Large, US-style drugstores for example or state-of-the-art laboratories are just among the projects keenly looked at by investors.

News from down under

John Dawson, our **Coo'ee** colleague in New Zealand will contribute to **Fonterra's** global expansion. Fonterra is New Zealand largest dairy ingredients company and a world leader in its field. The group has a major focus in Europe and North America and Coo'ee will be happy to introduce network agencies with a particular interest in this business.

For contact please call on severine@interpartners.info

Lesieur-Cristal - Excellence Academy

Sky Interpartners has just created an internal communication campaign for FMCG **Lesieur Cristal** in Morocco. The objective was to motivate and federate the company's staff and promote expertise at all company levels across Morocco.



How to remunerate an agency?

While agency services that are process driven are easy to cost, it is the creative "idea" for which agencies are mostly chosen, that is much more difficult to assess and quantify.

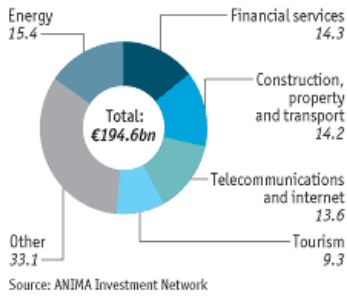
The British IPA (Agency association) and ISBA have jointly published an updated GUIDE on existing agency remuneration systems – including the much debated KPI (Key Performance Indicators) – also featuring a 10-point check list.

Séverine Vaissaud will be happy to send you a copy of the guide (severine@interpartners.info) at request.

Heading South: the emerging Mediterranean market

Shore things

FDI inflows into MEDA by sector, 2003-07, %



3 Looking south may well open up new potential for international marketers. All along the Mediterranean shore, from Morocco to Turkey, foreign investments have multiplied six times since the turn of the century. At the same time, the region's GDP is growing at an average of 4.4% a year. This progress is not only due to global players like Renault/Nissan planning to build 200,000 Logan cars in Morocco, but more importantly from a wide variety of mid-size investors, essentially from Spain, France and Italy. Several Indian companies have also set up shop in the region covering sectors like IT, drugs and agro-chemicals.

Piecemeal as it is, the new political and economic drive instigated by the EU will further encourage growth and prompt transparency and represent a welcome alternative to the maturity and saturation of European markets.

With **Interpartners** agency teams covering the North African markets, Greece, Turkey and part of the Middle-East, our network is paying due attention to the development of the region at large. This includes the project of a workshop to be organised by our Moroccan colleagues in the course of spring 2009.



Lancia seduces 350 Belgian business men and women

Olivier François, **Lancia's** CEO and the man behind the brand's revival and initiator of the newly launched Delta mid-size car, initiated an audience of top HR managers in Brussels to the strategy that many experts believe to be a major launch drive.

He was invited by **Redleg** as a guest speaker at the annual Human Resources Management Seminar, organised by the agency.



How to shift brand perception of Japanese women ?

When **SelectNY** in Hamburg was asked by **Triumph International** to provide a new brand essence for "Sensational Skin Wear" it needed to include research on the attitude of women in Japan, Triumph's largest export market.

The agency was able to do so in close cooperation with **Kokokusha** (Tokyo) – one of Japan's fast growing international ad agencies. Said **Naoko Ozawa**, international coordinator and network contact person: " I was delighted to help and introduce a first piece of potential business generated by an Interpartners partner agency".

For more information re. our Japan link please contact: severine@interpartners.info