

interpartners

newsletter

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Questions or comment?

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Whatever you do...take Pride

This is the latest sample of a fully integrated campaign undertaken by **DCH** for their client **Fuller Breweries**, using TV, print, outdoor and social media. Results are outstanding with brand awareness up 40% and sales up 8% y/y.



La Compagnie des Alpes promotes Walibi parks

This major win by **Armando Testa Brussels** and **Hémisphère Droit (Paris)** – also including activities in the Netherlands – is paving the way for closer cooperation with this French agency. Hémisphère Droit is a highly regarded creative agency and may, in the very near future, replace Reflex Group as a network co-partner, a move made in agreement with Okó. As for Luc Besnier, his decision to opt out has been chiefly motivated by his intention to fine tune his own US/China expansion on an individual basis.

When TBWA is paving the way for Okó to be rewarded

Our Paris colleagues deserve to be congratulated after having been elected **“Corporate Agency of the Year”** in France. Institutional business development is a core division of **Okó**, based on long standing and successful relations with large clients such as **Aviva**, **Air France**, **Groupe Volkswagen** and **Novalis**.

The agency also adapted its website (www.oko.fr) to its new updated branding.



Doner US wins

Good news from the US and Michigan where **Doner** has been awarded the accounts of Choice Hotels and Harman Audio, worth some \$ 60 million in combined billings. The wins came a few weeks after the acquisition of Avery Dennison's global business and Chrysler Fiat confirmed it chose Doner to handle the dealer and retail advertising for its Chrysler, Jeep and Dodge brands, an assignment which could reach substantial budget levels.



The **Chrysler/Fiat** account successfully replaces the loss of "Zoom-zoom" Mazda; an acquisition facilitated by the agency's co-operation with Fiat's Italian agency **Armando Testa**.

Doner President David DeMuth and co-CEO Rob Strasberg along with partner Tim Blett are Doner's new majority owners



Turkey's booming market scene

Turkey continues to show remarkable resilience to the crisis, reason for our partners at **Art Grup** to boost their development across the region. The agency's brand new website (www.artgrup.com) is worth visiting since it features an exciting view of how the Art Grup offices in **Baku** (Azerbaijan) and **Tirana** (Albania) have been successfully integrated.

As a result, the agency announced a series of client wins with the airing of a film for "**118 10**" services from **BN Telekom**, the acquisition of **Wenice Kids Fashion** and the – key – announcement of **Pasifik Construction** (involved in the building of shopping and business centres in Ankara).

Moreover, Art Grup's activities for **Izmir** are now up and running.

Last but not least, the agency's Creative Director – **Kerem Yavi** – has successfully completed his mission in Tirana and has returned to his creative function in Istanbul, managing the agency's creative product across the 3 markets. He also proudly announced the win of Turkey's most prestigious **KIRMIZI print awards** for the agency's clients **Forbes** and **Agaoglu**.

Nijgh reinforces their HR resource

Boskalis is a key player on the Dutch industrial scene and has appointed **Nijgh** to develop their HR campaigns directed at three different target groups: trainees, engineers and administrative staff.

The agency also proudly start working on the next **Alfa Romeo** campaign featuring the new MiTo and Giulietta models.

How AT Brussels put our network in Alfa's top gear

Armando Testa Brussels longstanding relationship with Lancia in Belgium and his contacts with Armando Testa in Italy was instrumental in introducing the centrally developed **Alfa** business to our network partners in the UK, The Netherlands, Hungary and – see the reference to Doner – the US market. Taking into consideration that Fiat has big plans to market Chrysler products under the Lancia brand in Europe, more opportunities may well rise in the near future for other network partners.

“OneAgency” - service concept for P&G Wella growing beyond Europe

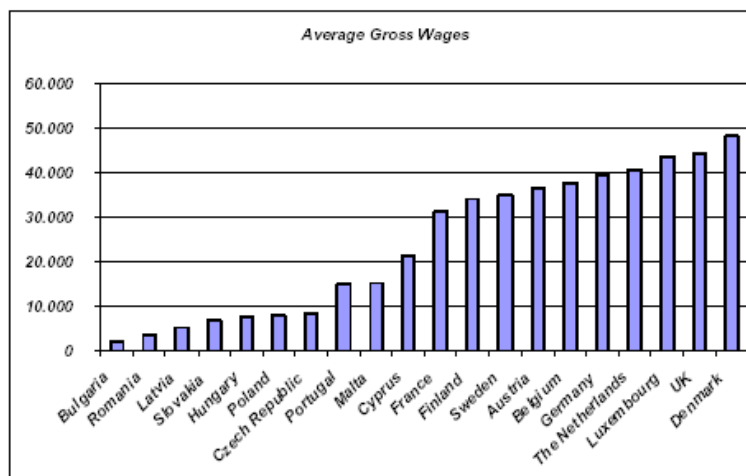
Already structured to service a range of EU and other markets through selected trans-regional network Expert Office hubs, the “OneAgency” - system is now in the process of expanding to outlets beyond Europe. This “mean & lean” approach to centrally conceived and locally implemented ATL action will now be introduced to outlets in Australia, New Zealand, South Africa, Israel and specific markets in Central Asia.

Boosted by **SelectNY**, the system is in the process of being adapted to global requirements of other network clients.



Gross wages across Europe

When looking at recent figures published by **Eurostat**, gross wages differ considerably across the EU, with Danes earning a gross wage worth 20 times the Bulgarian one. When taking this in consideration, please consider that other income components such as taxes paid and the overall cost of living in respective countries will, by all means, affect the final picture.



Sweet win for Interpartners Sofia

Karmela is a well known brand for waffles which enjoys a high level of family consumption.

The pitch was made against two multinational competitors and gained on the basis of a comprehensive proposal going far beyond the traditional above the line media. Here's a visual of promotional action, completing the print campaign.



The agency also started local production of a series of TV commercials for its client **Suzuki** based on a "direct-hit" campaign for the small 4x4 models, one of the most successful in the car maker's offer.

Poland goes the African way

Acting on behalf of its well known client **Monier Braas** (roofs), **Pegasus** has organised a series of trips to Kenya within the context of a highly successful drive spread over a full year of below the line activities.

Beata Pawlikowska, a famous Polish travel writer, hosted the trip.

Warsaw, acting as the trans-regional hub agency for Poland and the Baltic States for SelectNY's global client **Wella** has been adapting two different campaigns for this hair care brand, involving TV and print as well as outdoor messages.

More information from Warsaw, please contact: d.dzienkiewicz@pegasus.pl



