

interpartners newsletter

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Questions or comment?

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Source of inspiration

He may have been inspired by the location of the agency's head office in front of the birth-place of Gabriele D'Annunzio?

Michele Russo's decision to expand across the country is paying off as handsomely as Italy's famous author's literary work.

Now established in **Rome, Milan** and **Macerata** on top of its **Pescara** head office, **Mirus** is providing clients a crucial field presence in the country's most dynamic regions. Combining strong local foothold with sophisticated strategic insight appears to represent a pretty effective way to underpin his clients marketing needs: www.mirus.it tells it all.



Bene launching PARCS office furniture in Bulgaria



in Bulgaria.

"Toguna" is a revolutionary half-open space concept for brainstorming and short meetings in an office environment, part of PARCS brand portfolio. The program is launched by **Bene**,

an Austrian manufacturer of up market office

furniture. It chose **Interpartners Sofia** to organise their promotional drive

Some like it hot....

With the "Budapest Winter Invitation" campaign, **Hammer** is promoting Winter weekend trips for the **Hungarian Tourist Office**. The campaign is using local media in selected European capitals and airports.

Here's a sample of the print version.

Better still, have a look at the matching commercial on YouTube:

<http://www.youtube.com/watch?v=y41fkEJoGZ8>



New Look enters Romania



New Look is one of Britain's major fashion retailers. It is conquering the **Romanian** market with 4 stores located in three key cities. They appointed **GAV** to target young women in the under 35 age bracket.

Fighting the big agricultural equipment mayors

GAV has been very successful in producing a low cost yet high quality A/V "**Body and Soul**" campaign for **RURIS**, an agricultural equipment company located in Craiova (south west Romania). This support campaign looks like hitting international competitors by doubling RURIS market share to a forecasted 10%. Have a look at the RURIS commercial on YouTube:

<http://www.youtube.com/user/RurisSrl#p/u/7/erQsBadX6T0>

The Phantom Father film première in London and Mannheim-Heidelberg

Lucian Georgescu is the writer, director and producer of **The Phantom Father**, a fiction film nominated for screening in London and hitting the Mannheim-Heidelberg International Film Festival. The movie has also been selected for the Montreal Film Festival.

Enjoy: <http://www.thephantomfather.com/promotion.php>



German advertisers remain optimistic



At Berlin's gathering of the German advertiser's federation (OWM) the mood remained fairly upbeat. One out of 10 marketers expects 2012 to be "**gut**" (against 49% thinking so earlier this year).

Yet a massive 77% of German advertisers opted for "befriedigend" (satisfactory), underlining the fact that German entrepreneurs have taken measures to face what they consider to be a "light market retraction". Marketing remains a major weapon for nearly half of them with 47% intending to increase their advertising investments. Whilst traditional media may remain stagnant, not less than 87% are considering on line action a priority among communication channels to be deployed. In this context social media appear to be highly relevant for 49% and although a majority isn't certain of measurable results, spending in this category is on the increase. Finally, when asking for their main concern in relations with suppliers "transparency" was benchmarked top priority by half of all present.

(Source: *New Business*)

Storytelling in advertising content

Ads telling stories are key to catching attention according to New York based **3DAccountability and Coolbrands**. Within the context of a lab setting the study undertook to measure the effect of such ads for a series brands.

The results were remarkable: OMO(Unilever) scored + 33% in terms of brand recommendation, the purchasing intention of Pepsi doubled, KLM's relevance score increased with 76%.

According to Stephanie Lopez from 3DAccountability: "With peer-to-peer communication influencing up to 70% of purchasing decisions. Hence the importance of this study underlining that it pays to invest in storytelling, considered one of the most powerful word-of-mouth drivers".

(Source: www.marketingonline.nl)

Okó Paris: "still going strong"

Audi-VW Group – the agency's client since 2007 for all of their CRM activities – and **Val d'Europe** shopping mall – have both renewed their contracts. The agency's retail experience has also been underlined by the acquisition of two other shopping malls: **Le Millénaire (Aubervilliers)** and **Créteil Soleil**. Moreover, **Okó** has been chosen by **ING Real Estate** to work on the launch of a new shopping center near the Centre Pompidou in Metz. Other acquisitions include **Majencia** office furniture and the **Biocoop bio food** retail chain. All this is good news given the weak performance of the French market at large. Contact: mlecussan@oko.fr

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