

# interpartners newsletter

SEPTEMBER  
2010

## In this issue:

- Lost in translation
- Thank you
- Secretary Plus
- Moscow joining forces
- Reflexgroup Paris
- ArtGrup in Albania
- Agency model
- Launch of MG6
- Walibi
- Channel 9 Australia
- Digital

[www.interpartners.info](http://www.interpartners.info)

Questions or comment?  
[info@interpartners.info](mailto:info@interpartners.info)

## Lost in translation

There's no such thing as local know how. When GM wanted to launch their Chevrolet Nova car in Latin America, it turned out that "no va" means "can not move" in Spanish. American Airlines went through a similar experience when they thought that "Fly in leather" (reading: "Fly naked" in Spanish again) was a nice way to promote their new aircraft seats. Or take Coca Cola in China where the drink's name pronounced Kekukela meaning "bite the wax tadpole" – 40,000 spelling variations were needed to produce "Koka Kole" meaning "happiness in the mouth".

Incidents of this sort abound, but international marketers aren't amused. Making creative concepts travel is not a matter to be taken lightly and cultural divergence should be considered a strategic cornerstone. Read more about how make culture and marketing (premium) brands cross borders in a research study called "Tilt" produced by "Open World" – a global market research group – available free of charge at request ([anouchka@interpartners.info](mailto:anouchka@interpartners.info)).

## A heartfelt thank you from DCH

Here's what Matt had to say to his network colleagues: *"...all of us at DCH would like to thank you for your input. The response has been outstanding from all (network) partners. Suggestions for tying in with local initiatives to comment on the (global) creative work have been greatly valued."*

Doner's recent win of **Avery-Dennison's** global business has been a marked success for our US colleagues and the assistance they got from our network colleagues in Europe and Australasia.

USG People are in love with Nijgh



**Secretary Plus** is the renewed version of USG's temp service after merging with Starjobs. **Nijgh** has been chosen to undertake a multi-channel promotion campaign starting this fall. Our Dutch partner agency will also be involved in setting up the introduction of "**AdEaters**" which promises to become Holland's most glamorous advertising event of the year. Inspired from the "Nuits de la Pub" (France), when the most striking global and domestic commercials will be shown to an all night audience.

## Moscow joining forces



**GN-Interpartners** is one of the founding partners of **EMCG** (or Eurasia Marketing Communication Group) which is now housing seven different operational units under one roof.

GN's creative and strategy agency team of 50 people, associated with colleagues from **Gorod-L**, the agency's promotional arm, is joined by a below the line shop, a brand strategy and design unit, a digital consultancy, a media planning team and a creative boutique as well as an event firm. Together they share facilities such as a large hotel style lounge – featuring a well supplied bar –

where a range of social activities are hosted, among which weekly gatherings of the members of "e-university" - another initiative taken by our Russian colleagues. The sessions are sponsored by the Russian Art Directors Club and meant to provide colleagues and friends of the capital city's communication community a platform to compare ideas, exchange experiences or just simply a friendly venue to share a drink and a bite. Don't hesitate to contact **Masha Mironova** ([m.mironova@emcg.com](mailto:m.mironova@emcg.com)) to know more about GN's contribution to the glitter of Moscow.

## Paris, ma belle

Since the very beginning of our network, France has been one of our key markets. Reason for Hervé Francès (**okó**) to introduce us to **Luc Besnier**, founder of a fully integrated agency called **reflexgroup** with the purpose of strengthening our network's presence in this country.

Luc's 50 people strong team is based in the very heart of Paris (quartier des Halles), realising a gross income of approx; € 6m (\$ 7.8m) for a carefully selected group of upmarket brands.

"Upmarket" should be considered a landmark of the agency, clearly illustrated by the exclusive list of clients Luc is working for and comprising such blue chip luxury brands as **Parker and Waterman pens**, **Chaumet**, **Anjo Wiggins**, **Longchamp**, **Jack Daniels**, **Hotel Crillon**, **Smart + Hermès (PR)**, **Bulgari**, **Bombay gin**, **Mumm champagne**, **Louis Vuitton** and well known fashion labels with **Diesel**, **O'Neill**, **Michel Perry** and others. The agency also gathered automotive experience (Citroen, Maserati, currently working for Daihatsu) and substantial know how in uplevel retail action, expressed by integrated marketing support conceived for clients such as **Galleries Lafayette**, **Le Printemps**, **Eurosport** and others.

Interestingly the agency has been keen to look after its clients abroad with own offices established in New York and Shanghai, providing tailored on-the-ground services – here illustrated is a drive for the opening of Chaumet's flagship store in Shanghai. Luc's objective in joining Interpartners is to offer his clients best-of-class support on other international markets in a collaborative network perspective.

Dedicated projects - Event / PR - **Chaumet**



**CHAUMET, China Flagship Opening with Sophie Marceau Shanghai Plaza 66**

Global PR Strategy in China  
Press Conference and one to one  
Private Dinner for VIP, buyers and press in Consulate  
Inhouse  
Fashion show Chaumet/Dior

Press: 150 VIP / VTC  
Press: 150 press  
Period: February 2008



reflexparis

**reflexgroup** 62 rue Jean-Jacques, F-75001 Paris

[www.reflexgroup.com](http://www.reflexgroup.com) (email: [lbesnier@reflexgroup.com](mailto:lbesnier@reflexgroup.com))

## ArtGrup in Tirana

Our Turkish colleagues at ArtGrup have been steadily expanding service facilities on a trans-regional basis. And doing so with remarkable success. Witness **ArtGrup's Albanian** office in **Tirana**. A team of 5 people, headed by **Almir Kulla** and presided by Ozgür Saglam is in charge, providing full service facilities to clients such as **Albtelecom**, **Eagle mobile**, **BKT bank** and **Alpet** (service-stations) among others. Albania's population may be small as such but represents a total target of close to 6m consumers spread over the country itself as well as nearby Kosovo and substantial ethnic minorities in FYROM (Macedonia) as well as Greece.

An overview of the Albanian media market and ad scene is available at request ([almirk@artgrup.com](mailto:almirk@artgrup.com) or [anouchka@interpartners.info](mailto:anouchka@interpartners.info)).

## Agency model for the 3.0 age

Findings from a study undertaken by **GyroHRS** (UK) are throwing an interesting light on the crucial advertiser-agency relationship. Some 80% of those surveyed feel that their digital agencies are too fragmented and specialised and want them to provide a better integrated offering. The same study reveals a preference- 56% - for boutique/specialists agencies against global agency networks (30% of those surveyed). Brands value the creative leadership of an agency most, with 77% citing it as the single most important characteristic, followed closely by planning and strategy with 74%. Virtually all brand owners feel that agencies should be accountable for the commercial success of their work whilst 68% think that agencies should be paid on the value of their ideas. More than half (55%) disagree with agency fees based purely on time and output.

Source: Marketing Week

## MG is entrusting its steering wheel to DCH



**MG**, the iconic British motoring brand has appointed **DCH** to handle its UK advertising. Our London colleagues have conceived combined off- and online work...

...DCH's main task for MG will be the launch of the **MG 6**, the marque's new upper-medium sized car due to roll out in the UK later this year. A campaign to promote the MG Zero car, recently unveiled at the Beijing Motor show, is also in the pipeline. Activities include TV, digital and DM drives, aiming at re-positioning the brand and build a modern and more relevant image.

## Merry-go-round with Walibi



**Philippe Gelder's** agency has scored an important success with the acquisition, jointly with **Armando Testa's Paris** agency team, of a major piece of business for **Walibi** amusement parks, owned by the Compagnie des Alpes - France. The campaign is to start later in the year and includes an integrated digital part to be deployed in France, Belgium and the Netherlands.

More: [philippe.gelder@armando-testa.eu](mailto:philippe.gelder@armando-testa.eu)

New Aussie drama on



**OneForAll** (Sydney) stands behind the campaign to promote a new television programme called «**COPS L.A.C.**». The ads show high-profile Australian big name actors performing in police stations in Sydney's glitzy suburbs. The agency has been instrumental in rolling executions across print ads as well as an impressive outdoor drive including street furniture, giant billboards and bus sides.

Check [www.ninemsn.com.au](http://www.ninemsn.com.au) to view trailers and highlights.



### Digital to highlight London network meeting

A crucial part of our network meeting in **London (October 29)** hosted by **DCH** will focus on the opportunities provided by **digital** both in creating online DM and other solutions as well as knitting together disparate databases and fitting them within a well-defined strategic closed loop software platform. London will also be an opportunity to discuss recent progress made by the network in building a tailored presence in Asia. More about these important issues in our next on line newsletter (November).

---

If you wish to subscribe or unsubscribe from this mailing list, please contact [info@interpartners.info](mailto:info@interpartners.info)