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JWT SALUTES TOP 10 BRAND RESPONSES TO THE RECESSION

AnxietyIndex Hall of Fame honorees include Hyundai, *The Economic Times* and the Red Cross

NEW YORK, November 19, 2009 — After a year spent surveying brand and consumer response to the recession through its AnxietyIndex.com, JWT is saluting the top 10 brand responses to the recession.

To compile its AnxietyIndex Hall of Fame, JWT collected about 350 examples of responses to the recession across 24 countries via AnxietyIndex.com.

“Creating innovative work isn’t easy in any economic climate, and it’s even harder when marketing budgets are low and risk aversion is high. Despite these challenges, some notable responses to the recession emerged this year,” says Guy Murphy, JWT Global Planning Director. “We believe these will hold up in years to come as case studies of work that transcend typical approaches to a downturn.”

JWT’s third AnxietyIndex Quarterly lists the Top 10 in ascending order and explains why these are standout responses to the recession.

The Hall of Fame:

10. [American Express](#)
9. [Caixa Econômica Federal](#)
8. [Woolworths](#)
7. [Financial Times](#)
6. [Portuguese Red Cross](#)
5. [JetBlue](#)
4. [Cash for Clunkers](#)
3. [The Economic Times](#)
2. [Levi’s](#)
1. [Hyundai Motor America](#)

“The AnxietyIndex Hall of Fame” can be downloaded from JWT’s AnxietyIndex.com.

ABOUT JWT’S ANXIETY INDEX

JWT launched the AnxietyIndex in February 2003 during the run-up to the war in Iraq. It tracks the level and intensity of consumer anxiety and, importantly, the drivers of anxiety, including safety and security concerns—the threat of terrorism, potential and current military hostilities, crime, etc.—and economic worries, such as the cost of health care, the cost of living and job security. The AnxietyIndex is designed to uncover consumer insights that can help inform strategies for marketing during times of high or low anxiety.

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About JWT

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network, with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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