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## **GLOBAL CAPITALISM'S NEXT ENTREPRENEURIAL HOLY GRAIL**

### **JWT Trendletter Explores the Energy Race, One of 2009's Top 10 Trends**

**NEW YORK, March 24, 2009**—JWT, one of the largest advertising agencies in the world, examines what's shaping up to be the Space Race of the new millennium in its latest trendletter, "The Energy Race."

The search for clean alternatives to fossil fuel is being driven largely by economic rather than ecological incentives, JWT reports, with governments, investors and entrepreneurs all ramping up efforts to develop innovative ideas. Among consumers, priorities are shifting, and businesses that respond will come out ahead.

"Global warming isn't the only factor driving the Energy Race," says Ann Mack, director of trendspotting at JWT. "More communities, businesses and governments are realizing that there's money to be made from a long-term commitment to the development of clean energy. And as consumers come to see that green living means saving money as well as saving the earth, the Energy Race is becoming a bottom-up as well as a top-down initiative."

Topics covered in this report include:

- The roles of the public and private sector in the Energy Race
- How clean energy is becoming a priority around the globe
- Which countries are leading the pack in clean energy development
- Which alternative energy sources are attracting the most interest and funding
- How consumer priorities are changing when it comes to energy conservation

"The Energy Race" is available for sale on [JWTIntelligence.com](http://JWTIntelligence.com). Additional knowledge and research on [JWTIntelligence.com](http://JWTIntelligence.com) includes "American Dream in the Balance," a quantitative analysis that draws on a survey of 2,000-plus Americans; "Millennials at Work," a report on twentysomething consumers in the U.S. and U.K.; and trendletters covering topics including health and wellness, marketing to kids, and retail and technology. JWT also publishes recession-related research on [AnxietyIndex.com](http://AnxietyIndex.com), a site designed to help brands navigate consumer anxiety.

#### **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.

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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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