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WHAT EMERGING ECONOMIES CAN TEACH BRANDS

JWT Advises Fear-Fueled Brands to Resist Feeding Anxiety, Be More Optimistic, Aggressive

NEW YORK, August 31, 2009—Brands in established markets must be more positive, optimistic and aggressive, taking a cue from brands in emerging economies, according to the latest white paper from JWT, the world’s best-known marketing communications brand.

“What Hope-Fueled Markets Can Teach Brands” emerged out of JWT’s research into brand response to the global recession.

In analyzing 10 markets so far this year through the agency’s proprietary AnxietyIndex, JWT found that they tend to fit into one of two camps: fear-fueled and hope-fueled. Not surprisingly, the hope-fueled markets comprise what are considered the emerging economies: Brazil, India and China. Russia, which is usually grouped with these markets, falls into the fear-fueled camp, along with established economies such as the U.S., the U.K., Australia, Canada, Japan and Spain.

What sets these markets apart from each other is not their anxiety levels and drivers but their predisposition to optimism and how they move past their anxieties. JWT also found that these optimistic and pessimistic mind-sets are manifesting themselves in brand behavior—for better and for worse.

“Brands in the hope-fueled markets are behaving much like their own economies; optimistic, full of self belief and determination,” said Guy Murphy, JWT Worldwide Planning Director. “By contrast, in fear-fueled markets, we see brands erring on the side of caution, fueled by a desire not to lose ground.”

The white paper provides three recommendations on how marketers can develop their more positive, optimistic and aggressive side.

“In fear-fueled markets, brands that are hope-fueled will emerge the strongest,” Murphy said. “Resist feeding the anxiety. Instead, start thinking and acting like brands in emerging economies. Consumers want leadership from brands during a recession, not empathy.”

“What Hope-Fueled Markets Can Teach Brands” is based on JWT’s research and trends analysis on brand response to recession-related anxiety. That research, as well as the white paper, can be downloaded from JWT’s AnxietyIndex.com.

ABOUT THE JWT 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

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security. The AnxietyIndex is designed to uncover consumer insights that can help inform strategies for marketing during times of high or low 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.

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, Microsoft, Nestlé, Nokia, Rolex, Royal Caribbean, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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