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**JWT IN  
THE NEWS**

May 2009

**Using Twitter to Do Good, ADWEEK.COM, by Eleftheria Parpis, May 31, 2009**

The Bob Woodruff Foundation has a new—and ambitious—goal: To raise \$1.65 million, or \$1 for every American soldier who has served in Afghanistan and Iraq since 9/11 through a Twitter campaign.

When the effort launched in early May, the plan was to focus on Twitter with a Memorial Day weekend initiative called “TweetToRemind.” (The name is a play on the foundation’s “ReMind” branding campaign that launched in November 2008 with pro-bono help from JWT’s Atlanta office.)

“Bob is a media celebrity and everyone knows his story, but we needed to transition into a broader, more relevant story for the common soldier,” says JWT’s Bob Jeffrey. “It was important that we create the educational part of the foundation, ReMind.org.”

For JWT, “It’s not only a humanitarian effort, but a learning experience about how to use social media to get responses from consumers, especially the younger ones,” says Jeffrey.

**Aviva Rolls the Dice in a High-Risk Name Game, THE INDEPENDENT, by Nick Clark, May 30, 2009**

Bruce Willis and Ringo Starr changed their names to get ahead. In a series of adverts, the two celebrities suggest that Norwich Union will be just as successful in shelving the 200-year-old brand and relaunching as Aviva on Monday.

Aviva hopes that bringing its operations under one brand will bring cost efficiencies, in terms of communications within the group, for example. It said the adverts were cheap in a cheap market and “will be used in multiple markets around the world.” Most experts pick HSBC’s rebranding of Midlands as the “big daddy” of successful rebranding drives. Others cite BT Cellnet changing to O2 as a good example of a brand built from scratch. Guy Murphy, worldwide planning director for marketing firm JWT, said: “The main reasons to rebrand tend to be global realignment or mergers and acquisitions. It is a long-term continuous process, not just a change of name, and has to be done right.”

**JWT Keeps Lights On In Chicago, ADWEEK.COM, by Andrew McMains, May 29, 2009**

JWT Chicago, in the midst of closing down, has retained its Illinois Bureau of Tourism business, which requires that the agency have an office in the state. As such, the WPP Group shop will maintain a small service hub in Chicago to handle the account, an agency representative said.

The office will be staffed with both account management and creative executives—about 20 in all, according to the rep.

**All Things Digital: Microsoft’s ‘Bing’ to Take on Google, THE WALL STREET JOURNAL, by Nick Wingfield and Suzanne Vranica, May 29, 2009**

Microsoft Corp. mounted a renewed effort against Google Inc. with the announcement of a new Internet search engine called Bing, designed to make hunting for online information easier.

In conjunction with the 30- and 60-second ads, the campaign will offer a heavy dose of nontraditional marketing, including a special campaign on video site Hulu.com, which will include a phone-a-thon for a fictitious illness caused by too many irrelevant search results, according to people familiar with the matter. The ad campaign was created by JWT, a unit of WPP Group PLC.

**HSBC Launches ‘Indian Summer’ Campaign, MARKETINGMAGAZINE.CO.UK, by Alex Brownsell, May 28, 2009**

HSBC launched today an Indian-themed marketing campaign to promote its sponsorship of “Indian Summer,” a season of exhibitions at the British Museum.

The press, outdoor and digital campaign, by incumbent agency JWT, rolls out this week and has been designed in the style of rangoli, an Indian art form using coloured powders on open floors.

**JWT Chile Recognized by the Red Cross, *LATINSPOTS*, May 25, 2009**

For the valuable collaboration in the dissemination of cases undertaken by the Red Cross to benefit the most vulnerable in society, JWT Chile received an important recognition. "It's an honor to work for noble causes," said Clemente González, general manager of JWT Chile.

In a solemn ceremony held at the Aula Magna of the Academy of Criminal Investigation, with the Minister of Defense and Health, among other top officials, Lorenza Oyarce Donoso, National President of the Chilean Red Cross, delivered the appreciation to Clemente Gonzalez, JWT Chile general manager, who said: "JWT is committed throughout the world to support causes that address issues such as human and deserving of the Red Cross. For us here in Chile is an honor to contribute proud, to spread the work undertaken by this institution."

JWT Chile has worked with the Red Cross in this country for over 10 years in numerous public campaigns that have helped to widely communicate the values and actions of this organization.

**Unilever Goes Hollywood—Zeta-Jones Stars in Seven-Minute Film for Shampoo, *THE WALL STREET JOURNAL*, by Jonathan Cheng, May 22, 2009**

Taking a page from luxury brands, Unilever's Asian arm is using a splashy Hollywood-style mini film starring Catherine Zeta-Jones to sell an everyday product: shampoo.

The seven-minute film, called *Alchemist*, which is airing in China and Japan, features a motorcycle chase at a high-security laboratory where a youth-enhancing elixir is being produced—an elixir that turns out to be Unilever's Lux shampoo. Later, at a red-carpet ball, Ms. Zeta-Jones' shimmering hair takes center stage in a rendezvous with her motorcyclist accomplice.

*Alchemist*, which began airing in March, was produced by the advertising agency JWT, a unit of London-based WPP, from an original screenplay by Jeffrey Caine, who also wrote the screenplay for the James Bond flick *GoldenEye* and for the thriller *The Constant Gardener*.

**The Work: New Campaigns – The World, *CAMPAIGN*, May 22, 2009**

STRIDE – HEIRLOOM – PUERTO RICO

CREDITS

Project: Heirloom

Creative agency: JWT Puerto Rico

A touching moment between father and son takes a satirical turn in this latest work by JWT Puerto Rico for the chewing gum brand Stride.

A father enters the room of his son, who is preparing to leave home. He begins telling the boy how he wants to give him something that has been passed down from generation to generation in his family.

The heirloom in question turns out to be a piece of chewing gum, which the father removes from his mouth and gives to his son, who then chews the token with great appreciation.

The spot ends with the strapline: "The ridiculously long-lasting gum."

**JWT Hires Graham Wood to Head Art, *CAMPAIGN*, by Caroline Lovell, May 22, 2009**

JWT London has hired Graham Wood, the co-founder of Tomato, as its head of art.

The post has been vacant since JWT London made Steve Dunn, its former head of art and design, redundant in March 2007. Russell Ramsey, the agency's executive creative director, has taken on Dunn's duties since his exit.

**The Work: New Campaigns – U.K., *CAMPAIGN*, May 22, 2009**

HSBC – HSBC LIONS – IDENTIS

CREDITS

Creative agency: JWT London

Some of the top rugby players from the Lions tour are taking on a wild coaching challenge in a new series of idents. The campaign, which promotes HSBC's sponsorship of the British and Irish Lions 2009 tour, is set in the location of the sporting event, South Africa.

**'The Focus was To Achieve a Pan-India Reach through the Electronic Media,' *BUSINESS STANDARD*, by Sapna Agarwal, May 20, 2009**

JWT handled the Congress' national advertising campaign for the electronic media. Rohit Ohril, managing partner, JWT, gives Sapna Agarwal a lowdown on what worked and what could have been done better.

The focus was mainly to achieve a pan-India reach through the electronic media. Also, we focused our communication on the different segments to reach out to the key components of the electorate—housewives, farmers, manual labourers and the youth. Moreover, the first-time voter—comprising over 20 percent of the electorate—was the key focus area for all parties. In addition to development and inflation, terrorism was a key issue/plank this year. Issues were predominant, rather than rhetoric and sloganeering, as in previous years. Most importantly, the political campaigns, for the first time, looked sophisticated, professionally planned, created and executed—akin to how an MNC would do. More than 250 pieces of films, radio spots and songs were created, in multiple languages.

This is the first time that the corporate world deliberately made a concerted effort to raise awareness of the "right to vote." The most remarkable effort was by Tata Tea, because they backed up their advertising text with a clear effort to "help" people to vote, through their Web site. Their "one billion" effort was by far the most successful and created a kind of momentum in urban India. But until a concerted effort is made in semi-urban and rural India, from where most of the voters come, the average voter will continue to expect "incentives" to vote, or stay away from the booth. Most advertisers, however, just rode the election bandwagon.

**Christmann Severs Ties to CFP, *ADWEEK.COM*, by Andrew McMains, May 20, 2009**

Tom Christmann has severed his ties to Cliff Freeman and Partners—where he had been ECD since 2007, most recently as a freelancer—and joined JWT here as a creative director.

Christmann, 38, will work on the WPP Group agency's Microsoft business and report to Walt Connelly, one of eight executive creative directors under chief creative officer Harvey Marco, JWT has confirmed. The office employs about a dozen creative directors and is expected to make additional hires at that level in the coming weeks.

**Singapore Claims Four Awards at Clios, *MARKETING-INTERACTIVE.COM*, by Rayana Pandey, May 18, 2009**

Singapore agencies have picked up three Bronzes and one Silver at the 2009 Clio Awards.

Within the print segment in the billboards category, JWT Singapore bagged a Bronze for the "Bubblewrap" campaign it created for Crown Relocations.

**Job Anxiety Compels Workers to Skip Vacations, *THE WASHINGTON TIMES*, by Andrea Billups, May 18, 2009**

Ann Mack, director of trendspotting at the advertising firm JWT in New York, says her company's AnxietyIndex survey found that 52 percent of parents said they were downsizing family vacation plans over fears that the timing was wrong for them to enjoy themselves while so many companies and workers struggle.

"During times like this, with weakening job security, people feel guilty about indulging themselves and are nervous to leave their office for too long," Ms. Mack says of worker worries. A week on a Caribbean beach, or keeping your job?

**Vision Quest, *THE NEW YORK TIMES*, by Simon Dumenico, May 17, 2009**

Since it has been generally decreed that we can't have nice things anymore, it seems harder than ever to get away with getting away in style. But even in this age of populist suspicion of the finer things in life, travelers are finding ways to indulge in high-end journeys—as long as they actually mean something. Hedonistic holidays are out; cultural sojourns are in.

"Those who travel for pleasure now have a certain self-consciousness about their ability to afford it," says Ann Mack, director of trendspotting at JWT, which has identified "inconspicuous travel" as one of 2009's top trends. "So they're doing things like 'culture tripping' to compensate." In other words, goodbye, helicopter golf; hello, Lightning Fields.

**Epson Selects JWT as Regional Creative Agency, *BRAND REPUBLIC ASIA*, by Kenny Lim, May 15, 2009**

Epson, one of the world's largest imaging products companies, has selected JWT Singapore as its creative agency for the region following a five-way pitch.

**ParticipACTION Gets Real, Er, Canadian, *NATIONAL POST*, by Hollie Shaw, May 15, 2009**

ParticipACTION has debuted a new series of ads featuring the stories of real Canadians who have improved their lives by getting more active. "We are proud to celebrate everyday Canadians who are moving more," says Kelly Murumets, chief executive of the national non-profit agency for sport participation in Canada.

The ads are part of the "Get Inspired. Get Moving" creative campaign by Toronto-based JWT that launched last November with TV commercials.

**New Plans for Two Execs at JWT, *ADWEEK.COM*, by Andrew McMains, May 15, 2009**

JWT New York co-heads of strategic planning Robin Bardolia and William Charnock have shifted to new roles, nearly three years after they were named to run the department.

Bardolia has assumed the new position of chief strategic officer for North America across most offices (New York, Atlanta and Toronto) and four subsidiaries: JWT Inside, JWT CET, SCPF and Malone Advertising.

Charnock, meanwhile, has become director of strategic innovations, a New York role focused on developing new practices and strategic partnerships.

**Angry Ads Seek to Channel Consumer Outrage, *THE NEW YORK TIMES*, by Stuart Elliott, May 15, 2009**

The mad men of Madison Avenue are really mad these days, creating a spate of angry advertising campaigns that seek to channel the outrage, frustration and fear felt by consumers hit hard by what some are calling the Great Recession.

That tack is also being taken by JetBlue Airways in its “Welcome Bigwigs” campaign, created by JWT in New York. “Looks like the days of padded paychecks, fancy drapes and private jets are over,” one ad declares. “But hey, there is a bright side”—flying on JetBlue, with amenities like “comfy leather seats” that can assuage the sting of losing private plane privileges.

The JetBlue ads “poked at the guys bringing down the economy,” said Wayne Best, executive creative director at JWT, also owned by WPP, but were not intended to cross into fury or mean-spiritedness.

**See the Coke Idea That Won Brazil’s Wave Fest, ADAGE.COM, by Laurel Wentz, May 14, 2009**

Brazil dominated the second annual Wave Festival for Latin America this week, winning three of the four Grand Prix awards and the Blue Wave prize for an integrated campaign for Coke by JWT São Paulo.

**Brands Take the American Idol Stage, ADWEEK.COM, by Randee Dawn and Alex Block, May 12, 2009**

Each season, there is only one *American Idol*. But the real winners may be the show’s loyal sponsors.

This year, Ford—which is given access to the *Idol* contestants for weekly promotional videos—wanted to highlight its “think” technology that lets a driver speak directly to a car. The show featured the contestants being shuttled around in a Ford equipped with the technology and fit it into several videos.

“When we started eight years ago, it was more or less a traditional media buy,” said George Rogers, who heads the ad agency group handling the Ford account at JWT Team Detroit. “Over the years, we’ve been at the forefront of turning it into a true branded-entertainment integration property.”

**How young folks are coping with it all? Quite well if we're talking about Millennials, MEDIA LIFE, by Diego Vasquez, May 12, 2009**

While Millennials, those ages 18-29, are usually made out to be selfish and spoiled, some of them are approaching this economic downturn with perhaps more sanguinity than their elders. That’s according to a new study from JWT, the New York-based agency.

Ann Mack, director of trendspotting at JWT, talks to *Media Life* about Millennials’ pragmatic approach to the downturn, the deepest fears of teens, and how best to engage young people during a recession.

*What's the most important thing media buyers and planners can take from this study?*

The two things that 18- to 29-year-old Millennials are most opposed to giving up if budgets become tight are their Internet connection and their mobile/smart phone (only 11 percent said they would get rid of each).

Today, social connectivity is entertainment. So, what’s ditchable are traditional forms of entertainment. This is all the more reason to invest in mobile and Internet marketing initiatives.

*How does Millennials' and teens' anxiety over the recession differ from older generations'?*

This is truly Generation O. They came of age during a presidential campaign in which Barack Obama sailed into the White House on a message of hope. And while the post-election euphoria has given way to the inevitable roll-our-sleeves-up, get-to-work letdown, Millennials are still holding onto an optimistic belief in a brighter tomorrow. “Can’t” has been excised from their vocabulary. Some may call this naïve; they see it as opportunistic.

**JWT Hosts Evening for Minority Creative Talent, ADAGE.COM, by Carol Watson, May 11, 2009**

For those of you toiling away in isolation at a creative agency thinking you are the only one of your kind, the event held at JWT last week sought to change that. Singleton Beato, director of human resources at JWT, initiated the event. (She is spearheading groundbreaking diversity and inclusion initiatives throughout the agency.) A few hundred creatives came out to attend the first JWT Multicultural Mixer for creatives of color in celebration of Creative Week NYC, hosted by Tangerine-Watson, and the One Club-Adversity program.

**The Work: New Campaigns – The World, CAMPAIGN, May 8, 2009**

JWT New York has created a mess-free way of entertaining babies with a new Web site for Huggies. The site, [www.messmaker.com](http://www.messmaker.com), invites mums to sit their babies at the computer to play an online game.

**The Work: New Campaigns – U.K., CAMPAIGN, May 8, 2009**

Benadryl has declared war on pollen in its new TV spot created by JWT London. The film dramatises how, for a hay fever sufferer, the outdoors can be a barrage of pollen akin to enemy fire.

**JWT Record Gold Haul and Best of Show at Chillies, DAILY MIRROR FINANCIAL TIMES (SRI LANKA), May 7, 2009**

In a stunning display of creative supremacy, JWT was crowned with five Gold, three Silver and four Bronze awards at the Chillies 2009. The biggest ever award of the Chillies, the Best of Show, came as a huge bonus as JWT clearly dominated the show with metals where it mattered. JWT also won the Gold award for Campaign of the Year – Nontraditional Media.

**JWT Dubai Names New MD, TRADE ARABIA, May 6, 2009**

JWT Dubai has appointed Rabi' Sweidan as their new managing director.

Prior to joining JWT, Sweidan spent the last 17 years with Saatchi & Saatchi across the globe.

**India Has 10 In-Book Entries at D&AD 2009, CAMPAIGN INDIA, by Bindu Nair Maitra, May 6, 2009**

D&AD has released the complete list of In-Book entries, according to which JWT India's Jim Morrison/Bob Marley for MW.com is also In-Book for Art Direction in Poster Advertising.

In the story reported by *Campaign India* earlier, a total of nine Indian entries had been selected for the In-Book, to be published in September this year. There were no nominations for India this year. The addition of JWT's campaign brings the total tally of In-Book entries from India to 10.

**Reinvent the Web for Advertising? Don't Bother, ADWEEK.COM, by Brian Morrissey, May 6, 2009**

The Web can prove challenging for advertisers, but leading industry figures gathered today to say how they would change that dynamic instead chose to focus on how advertising needs to change.

The advent of the Web has proven a challenge to most marketers as audiences splinter and the methods of reaching consumers decline in effectiveness. "Seven Minutes to Reinvent the Internet (for Advertising)" brought together seven ad sellers, buyers and creative executives to brainstorm on how it could be different.

JWT North America CCO Ty Montague, after showing a scene from horror classic *The Thing* to illustrate his point, summed it up this way: "Ain't gonna happen." Instead, marketing must play into the Web's strengths, he said.

**Y the Angst Is Spreading, *MX (BRISBANE)*, May 5, 2009**

Generation Y is losing its carefree edge and is just as anxious about the economy as the rest of the population. New figures from JWT advertising show 59 percent of Generation Y feels nervous about the Global Financial Crisis, compared with 61 percent of the total adult population.

**The YouTube Dilemma, *CREATIVE REVIEW*, May 1, 2009**

YouTube provides a steady stream of inspiration to advertising creatives, but it leaves young directors vulnerable to having ideas stolen and agencies open to accusations of plagiarism.

Even those outside of the industry are beginning to see credit given to their work. In the press materials accompanying the release of a recent Aero ad from JWT London, there was an acknowledgement that the spot had been inspired by a film on YouTube. Both films show a skateboarder plowing through balloons in a skate park. JWT creative director Russell Ramsay recognizes that YouTube has changed the research process for agencies. "All these references are instantly accessible now, which they didn't use to be," he says.



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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 their 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).*