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**JWT IN  
THE NEWS**

April 2009

**JWT Bangkok Launches Channel Planning Service, *BRAND REPUBLIC ASIA*, By Kenny Lim, April 30, 2009**

JWT has launched a communications channel-planning arm, dubbed The Cube, to boost engagement with consumers and research for the agency and its clients.

The Cube aims to get a better understanding of the communications landscape, whether via new channels in traditional media or online, while driving engagement, activation programmes and research for the agency.

"It's a way of bringing all these aspects together," Ian White, head of account planning, JWT Thailand, said. "Not so much as a research database but more of an 'inspirational tool,' helping us understand what people really enjoy spending their time doing. The Cube will help us produce better work that is based more closely on real consumer needs and interests, while offering our existing clients something unique both in our approach to communications and effectiveness."

**Nestlé to Back Biggest Confectionary Launch with £6M Drive, *MARKETINGMAGAZINE.CO.UK*, April 30, 2009**

Nestlé is committing a £6M marketing push to Rowntree's Randoms, its most significant confectionary launch of 2009.

Rowntree's Randoms, which includes sweets in a variety of textures and flavours, launches later this month with the strapline "Let your random side out" and will be targeted at young adults.

The marketing campaign will include a TV ad campaign created by JWT and a digital drive handled by Greenroom Digital, as well as outdoor and in-store marketing.

**Millennials' Age of Anxiety; The World of Worry for Today's Teens Encompasses More Than Clothes and Peer Popularity, *ADWEEK*, By Ann M. Mack, April 29, 2009**

JWT's latest AnxietyIndex quantitative study explored the recession and its impact on the Millennial generation, specifically teens and twentysomethings.

We found that Millennial teens are anxious. ... The down economy is forcing teens to grow up—at least a little bit. They're developing a new sensibility when it comes to money and brands, and making new value assessments. Impulse ("I see, I want, I get") is giving way to value consciousness—and in some categories, teens have a very clear perception of which brands provide better value.

This shift is part of a movement away from conspicuous consumption, as glorified over the years by shows like *My Super Sweet Sixteen* and *Gossip Girl*. What's becoming cool is conscious and creative consumerism—cheap is chic, bargain-hunting begets bragging rights, and doing more with less carries at least as much badge value as the latest It bag or logo-laden attire.

**And How Has Your Agency Performed at Goa?, *CAMPAIGN INDIA*, April 20, 2009**

Colvyn Harris, JWT: I am happy that we have been able to do a consistent job. And in the last few years, the kind of confidence that we are getting as a team will hold us in great stead moving forward. There is a very talented team behind all this, besides a small element of luck. We do invest in people and training talent and I think getting them to focus around good work are some of the advantages that we are seeing now.

**Millennials' New Mantra: Have Less, Imagine More, *THE HUFFINGTON POST*, By Bob Jeffrey (JWT), April 20, 2009**

The Millennials, who were supposed to be the harbingers of a global interwebbed knowledge-based prosperity, are now inheritors of one of the greatest collapses of collective judgment this century has seen. Are they in denial, in disappointment or simply in disbelief?

Some recent research we've conducted at JWT, part of our AnxietyIndex.com, provides a window into some answers. We found that more than 60 percent of today's youth believe their generation is receiving an unfair blow due to this recession.

So while the twentysomethings of today have every right to be angry and disappointed, they're not letting resentment get the best of them. Their optimism and self-reliance stand in defiance of the depressing headlines. That spirit should guide all of us who are in the driver's seat as we brace for the rough ride ahead.

**Soon Promoted to Regional Role at XM/RMG, *BRAND REPUBLIC ASIA*, By Kenny Lim, April 17, 2009**

Following his decision to remain at XM Asia/RMG Connect last week, Paul Soon has been promoted from managing director, Singapore, to regional director, effective immediately.

Michael Maedel, president of JWT, said that "going forward, the relationship between JWT and XM will be even closer (and) Paul has the vision and skills to make this happen."

**JWT Paris Names Stephane Billard Co-Managing Director, *LES ECHOS*, April 17, 2009**

Advertising company JWT Paris has named Stephane Billard co-managing director. Billard began his career in 1989 at Publicis Conseil. In 1995, he was named clients' accounts manager.

**JWT Wins Egyptian Tourism, *ADWEEK.COM*, By Andrew McMains, April 14, 2009**

The Cairo office of JWT—in partnership with sibling shops Mindshare and RMG—has landed global creative and media duties on the Egyptian Tourism Authority's advertising account, JWT confirmed today. Estimated annual media spending is \$50 million.

**JWT Names ECD for Vietnam, *BRAND REPUBLIC ASIA*, By Kenny Lim, April 14, 2009**

JWT has appointed Khai Doan as its ECD in Vietnam, replacing Vancelee Teng. Doan joins the agency's Vietnam office from JWT Germany, where he is accredited for spearheading creative work for Nestlé and Unilever across Western Europe.

**JWT Names CEO for Pakistan, *BRAND REPUBLIC ASIA*, By Kenny Lim, April 14, 2009**

JWT has promoted Mansoor Karim from MD of its Karachi office to CEO of its Pakistani operations.

**Agency Report Cards 2008 (JWT), *ADWEEK.COM*, April 13, 2009**

**JWT**

Worldwide CEO Bob Jeffrey's network delivered best growth among major WPP shops. The agency won seven of its 11 pitches, up from eight of 14 in '07. In November, Jeffrey recognized the contributions of New York leaders Rosemarie Ryan and Ty Montague by promoting them to North American president and co-president, chief creative officer, respectively. Jeffrey invested in global talent for Unilever and digital, hiring Fernando Vega Olmos, Lowe's worldwide CD on Unilever, in the new role of creative chairman of Continental Europe, Latin America, and former Agency.com worldwide CEO David Eastman as worldwide digital director, another new position. In September, Montague tapped former Saatchi & Saatchi, Torrance, Calif., ECD Harvey Marco as CCO to lead NY creatives. Agency also had a strong showing in Cannes. The shop won 39 Lions—its most ever—including the Grand Prix in direct for the "Lead India" campaign for *The Times of India*.

**FINAL GRADE: B**

**The Week: JWT Beats BBH to Pounds 15M Debenhams Advertising Account, *CAMPAIGN*, April 10, 2009**

JWT London won the pounds 15 million Debenhams advertising account last Friday, following a final shoot-out against Bartle Bogle Hegarty.

**People, *BUSINESSWORLD*, April 7, 2009**

JWT Manila's executive creative director, Dave Ferrer, has been selected as one of the jurors in the prestigious Cannes Lions International Advertising Festival.

The youngest Filipino creative director to be a juror at Cannes, Mr. Ferrer will be among other advertising stalwarts comprising this year's Cannes Radio Lions jury, headed by LOWE Worldwide creative director, Matt Bull.

**O&M Hits a Half Century; JWT at 24, *CAMPAIGN INDIA*, By Gunjan Prasad, April 6, 2009**

JWT's final tally of 24 metals [at Goafest '09] brings them to second place with five Golds, five Silvers, 13 Bronzes and one Grand Prix. The coveted Grand Prix, the only one in the entire metal tally, came in the Direct category for *Times of India's* "Teach India" campaign. Said Colvyn Harris, CEO, JWT India, "There is a very talented team behind all this, besides a small element of luck. We do invest in people and training talent and I think getting them to focus around good work are some of the advantages that we are seeing now."

**In Indian Culture, Women's Issues Are in, *ADAGE.COM*, By Mythili Chandrasekar (JWT), April 6, 2009**

Alongside stories of women's empowerment and women breaking the glass ceiling, India is a country where female feticide is actually skewing male-female population ratios, and could eventually lead to a demographic crisis.

Against this scenario, a new trend is worth noting and celebrating. After years of mother-in-law vs. daughter-in-law power-struggle stories, there is now a significant shift in soap operas broadcast in Hindi, the national language. A flood of new serials are celebrating the daughter.

*Mythili Chandrasekar is executive planning director at JWT India.*

**Recession an Opportunity for New Brands, *DNA - DAILY NEWS & ANALYSIS*, By G Seetharaman and Sobia Khan, April 3, 2009**

Michael Maedel, worldwide president, J. Walter Thompson (JWT), feels that it's easier to maintain a certain level of awareness about a brand now than in the past because of the various mediums available. *DNA Money's* G Seetharaman & Sobia Khan caught up with him to discuss a host of issues at Goafest '09.

Excerpts from the interview:

**It seems no discussion these days is complete without the mention of the downturn. As an adman, do you view the slowdown differently from the earlier ones?**

It is definitely not business as usual, but India is one of the few countries that are growing. China is showing a decent growth. So are Brazil, Vietnam, Australia and New Zealand.

This recession is different from the earlier ones in its pace. While the slowdowns in the Nineties had a slower build-off giving people time to prepare, this one was rapid. But there is no need to panic. As Art Buchwald said, "Whether it's the best or the worst of times, it's the only time we have."

**Does the existing business model of agencies need to change?**

Yes, certainly. The current fee-based commercial model sucks because an agency is paid for the number of people it assigns for a particular campaign plus the margin it quotes. It is not paid for the value it creates. If I

knew what the alternative model was, I would implement it. But then an agency's participation in brand creation should be reflected monetarily.

**'India is the Future Powerhouse'; How Has JWT's Growth and Expansion Strategy Changed?, BUSINESS STANDARD, By Suvi Dogra and Sapna Agarwal, April 3, 2009**

**How has JWT's growth and expansion strategy changed, given the economic downturn?**

While the recession has hit countries across the globe, the emerging markets are still showing significant growth and hence their role will be more significant.

**How will India's role change in the coming years in terms of contribution to JWT Worldwide?**

India is now the third-largest market for JWT, after the U.S. and U.K. While the other markets will struggle through the next 12-18 months, our bet is on the opportunity India can provide, given its broad base. Compared to China, India has a much stronger and self-sufficient skill base. India is truly the powerhouse of the future. Over the next three years, I believe 50 percent of the revenues of JWT will come from the emerging markets, with India playing a significant role.

**Debenhams Awards £15M Ad Brief to JWT, MARKETINGMAGAZINE.CO.UK, By Joe Thomas, April 3, 2009**

Debenhams has handed its £15M U.K. ad account to JWT, following a final two-way pitch against Bartle Bogle Hegarty. Last week, the retailer dropped M&C Saatchi from the pitch process and in February, Karmarama and Publicis were removed from the running.



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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).*