

J W T

**JWT IN
THE NEWS**

July 2009

Consumer Behavior in Times of Crisis, VIAJERO EJECUTIVO MAGAZINE, July 31, 2009

Interview with Julian Smith, VP, Planning, JWT Mexico

Julian shares the secrets to design an effective marketing strategy in times of crisis with *Viajero Ejecutivo*. Consumer behavior has been affected by a series of events beyond their control, according to JWT's AnxietyIndex regarding the first quarter of this year.

"I believe," said Smith, "that we will not experience a dramatic type V recovery in this recession and that companies will have to adjust to a repressed consumer behavior for two or three years. This implies that advertisers will have to emphasize their product values, which can be done by highlighting product categories instead of focusing on the brand. Competition is not limited to brand competition, but also includes product categories in times of crisis. Consumers now feel it is important to stop buying whiskey and rum, for example, which is the reason why companies must create a message that speaks of their categories and is not limited to their brands."

JWT Bags GSK's ChillDood Creative Mandate, CAMPAIGN INDIA, By Gunjan Prasad, July 31, 2009

GSKCH India, the Indian arm of U.K.-based GlaxoSmithKline plc, has forayed into the ready-to-drink milk segment with ChillDood and has extended JWT's mandate by handing over the brand's creative duties to the agency.

Targeting kids aged 11 to 13 years, the launch campaign positions "ChillDood" as the tastiest, coolest drink in town. "The primary objective of the campaign is to launch a new milk shake without calling it one," said Debarpita Banerjee, VP and client services director, JWT. "The reason being, anything to do with milk is perceived to be tasty and 'un-cool' among the target group."

JWT Argentina/Glue Achieved the Highest Prize Awarded by the Spanish Association of Integrated Marketing, DOSSIER, July 30, 2009

We are talking about the Latin Promo Gold Grand Prix awarded to the "Battle of Chefs Promo" created for Knorr.

AEMI (the Spanish Association of Integrated Marketing) held its second awards ceremony, where the jury rewarded campaigns based on innovation, creativity, and efficiency and delivered its highest honor, the "Latin Promo Gold Grand Prix" award to the "Battle of Chefs Promo" campaign JWT/Glue created for Knorr.

The Work: Private View, MEDIA ASIA, July 30, 2009

CREATIVE - Jun Fukawa, Executive Creative Director, JWT Japan.

I love reviewing work, whether it is good or bad. Our learning process never stops. We always need to challenge ourselves to come up with work that engages people. Will they care? Will they talk about it? Will they want to interact? How can we make our brands or products make people's lives a little better?

JWT's way of assessing work measures how much time people spend with our ideas. I will do the same for this and give each work a score of one to 10: 1 = damaging; 2 = wasteful; 3= boring; 4 = predictable; 5 = competent; 6 = rewarding; 7 = innovative; 8 = market-leading; 9 = world-class; 10 = world-beating.

Ford Buffs Taurus Image as '10 Model Launches, MEDIAPOST, By Karl Greenberg, July 30, 2009

Ford is about to launch the 2010 Taurus, which means Ford is hoping to take back territory it has long ceded to Toyota, Honda, Nissan, Chrysler, and perhaps a few others.

The effort includes a straight-ahead ad campaign via Team Detroit intended to appeal to "substance seekers" by keeping the focus on the vehicle's quality, technical accoutrements, performance, looks, and interior styling.

Frito-Lay Hands Aliva Brief to JWT Delhi, *CAMPAIGN INDIA*, By Gunjan Prasad, July 29, 2009

Frito-Lay, PepsiCo's snack arm, has extended JWT Delhi's brief by getting it on board for its new baked savoury cracker brand, Aliva. The agency bagged the account without a pitch.

JWT U.K. Names Guy Hayward CEO, *ADWEEK.COM*, By Noreen O'Leary, July 27, 2009

JWT today confirmed that Guy Hayward, a co-founder of Amsterdam, the Netherlands-based 180, is joining the WPP Group network as chief executive in the U.K.

JWT Premiere for Ford, *ADLATINA*, July 27, 2009

With a creative main direction from Pablo Alvarez Travieso and Gonzalo Vecino, JWT Argentina developed a new Ford campaign with the objective of communicating the spirit of the new Ford design wave for its premium brands: Kinetic Design. In the note, technical information is provided as well as the complete campaign, including the premiere spot "A star."

Under the concept "the movement inspires us," JWT developed the new Ford campaign with the objective of communicating the new Ford design wave for its premium brands, Kinetic Design, in Argentina, and becomes present through four vehicles: Focus, Focus Exe, Mondeo and S-Max.

The movement works like a fundamental core in every piece. It is the inspiring element of all executions and the value that agrees with the primary promise of the brand in the country: "Keep moving."

JWT Wins City Rail Brief, *B&T TODAY (AUSTRALIA)*, July 27, 2009

JWT has been awarded the contract for a NSW Government rail initiative, starting with the launch of RailCorp's new CityRail timetable.

The agency saw off competition from M&C Saatchi and Host to win the business.

JWT Absorbs RMG, *ADWEEK.COM*, By Noreen O'Leary, July 23, 2009

WPP Group's JWT is folding its RMG global direct marketing operations into the agency in an effort to put digital at the center of its more traditional operations. The move, approved at a recent JWT board meeting, will result in the two entities sharing the same P&L and in the disappearance of the RMG brand.

When David Eastman, JWT's worldwide director of digital, joined the network earlier this year, global CEO Bob Jeffrey gave him the mandate to integrate JWT's digital assets throughout the network.

"When I came in February, I needed to assess RMG's network offices, which were uneven. Some markets were more traditional CRM, some digital, some data analytics," says Eastman, who came to JWT from his role as CEO of Omnicom Group's Republic Family, formerly known as Zulu. "This is an effort to put interactivity in the center of JWT's business and make it a much more unified organization."

Small Thinking ... Big Rewards!, *BUSINESS LINE (THE HINDU)*, By Anuj Mehtani (JWT), July 23, 2009

Consumers now seem to be obsessed with smaller things—something marketers need to take note of.

As my mind was processing the small pack phenomenon, I came across another innovation from a popular mineral water brand. One of my friends said how relieved she was to find that there was a smaller pack available akin to what you get in airplanes; in the market when she was travelling with a small bag, the conventional one litre bottle was too inconvenient. Bang on! Convenience was the answer.

But then I noticed there was little more to it when I heard some stuff about nano-technology in terms of how data equivalent to 100 CDs would be compressed in a multipurpose wrist watch.

Is this obsession with small things pervading everything including our thirst for innovation? I felt there was a need for marketers to keep an overarching critical thing in mind when it comes to product designing and that's—where does it fit in the consumer's life.

So, what are the lessons for us? It's that whenever we as marketers conceive of something or for that matter reassess a current product for consumer, we need to ask ourselves the same question: Where does it fit into my consumer's life? We need to match our product anatomy with the anatomy of our consumer's life.

Selling Cruises to Couch Potatoes in Real Time, *THE NEW YORK TIMES*, Douglas Quenqua, July 22, 2009

With apologies to Andy Samberg of *Saturday Night Live*, JWT never thought it would be on a boat.

But a client, Royal Caribbean, looking to add a sense of urgency to its advertising, decided to take a team of six JWT employees on three weeklong cruises this summer. The employees, who call themselves JWT@Sea, are creating a series of quick-turnaround TV commercials that show couch potatoes the fun they are missing as it happens. "Our challenge is to make people feel and understand that it is OK to take that weekend vacation," said Michael Stoopak, business director of JWT New York (or, as he prefers, president of JWT@Sea).

Miracle-Gro Goes with Team Detroit, *MEDIAPOST*, July 15, 2009

WPP's Team Detroit unit has been named agency of record for marketing communications planning for The Scotts Miracle-Gro Co.'s lawn and garden brands. Team Detroit pools the resources of WPP's Mindshare, JWT, Y&R, Ogilvy, and Wunderman units to provide integrated consumer communication strategy, media planning and buying, promotions and sponsorships, CRM and data-driven marketing, digital, content development and brand integration, public relations, and regional marketing.

Travieso and Vecino: This Lion Shows JWT Is Going in the Right Track, *LATINSPOTS*, July 15, 2009

JWT Argentina took home a Silver Lion at the latest Cannes Festival edition for the piece "V" from Frigor. "To achieve an award in such demanding competition as Cannes, tells us we are heading in the right direction. This acknowledgment fills us with happiness and it encourage us to continue elaborating great ideas in order to build up brands, that's the best deal for us and for the client," Vecino and Travieso pointed.

Spikes Asia Unveils Jury Line-up, *BRAND REPUBLIC ASIA*, By Kenny Li, July 14, 2009

The Spikes Asia Festival has announced its TV/Cinema, Print, Outdoor and Radio jury.

The jury includes Ty Montague, co-president North America, JWT, USA.

JWT China Names Xu as Deputy GM, *MARKETING-INTERACTIVE.COM*, By Candy Chan, July 14, 2009

JWT promotes Andy Xu to deputy general manager with immediate effect to oversee business strategies for its growing Beijing operation.

Xu's previously held the position of "director in charge" and he holds more than a decade of industry experience in China.

Why HSBC Wants New Yorkers to Get on a Soapbox, *BRANDWEEK.COM*, By Elaine Wong, July 14, 2009

Soapboxes predate blogs as one of the earliest forms of self-expression, but HSBC is making the platform hot once again in the latest extension of its ad campaign. "The world's local bank" will ask consumers to

step on a soapbox and speak their thoughts at an experiential event this Thursday in New York's Madison Square Park. The effort, via JWT, New York, encompasses print, TV, digital and out-of-home, including bus wraps and "station domination" in New York's Grand Central Terminal.

Indians are Fourth-most Anxious People, *DNA - DAILY NEWS & ANALYSIS*, By Anoop Chugh, July 10, 2009

Security, recession are making us sweaty. Worried sick? Don't worry, you're not the only one. Indians, says a survey, are the fourth-most anxious people in the world after the Japanese, Russians and Americans. The Chinese are among the least worried.

The survey by advertising giant JWT's AnxietyIndex showed Indians are worked up about terrorism and recession. "[But] since the recent general elections, there has been a palpable feeling of hope and optimism," said Pragya Singh, planner, JWT Delhi. "There is a strong belief that the government will be able to shield India from the worst of the recession."

"While [coverage of the economic downturn] has been pervasive in the media, consumers in Asia expressed concern for a wide range of issues," said Michael Maedel, president, JWT. "In fact, China, compared to countries around the world, had little concern for the economy. Yet, they are extremely worried about other issues such as food safety. Indians have some concern for the economy, but are very optimistic about the recovery and are more concerned about threats to their personal security."

The 'Naaka Mukka' Campaign: Cut Out for Glory, *THE ECONOMIC TIMES*, July 9, 2009

How can an ad make it to the top at advertising's biggest award show but fail to glitter with Gold in India? This is the question most people are asking after JWT's "A day in the life of Chennai" (more popularly known as the "Naaka Mukka" campaign) for *The Times of India*, won two Gold Lions at Cannes. So much so that the fact that it is India's first ever Gold in Films at Cannes has almost become second place.

Just two months back, at Goafest, the film won a Silver along with five others. The people at JWT though have taken this rather philosophically: "You win some and you lose some," says Colvyn Harris, CEO, JWT. Senthil Kumar, executive creative director, JWT, who was the brains behind the campaign says, "We aren't too concerned with that. The fact that it was the first Indian film, and the only one globally to win not one but two Gold Lions says it all." Harris' philosophical bent of mind can perhaps be explained in that, he was also chairman of the Goafest organising committee. But prod him a little more and he accepts that the jury in India tends to be a "little more difficult."

Shell Unveils European, Asian Ad Push, *MEDIAPOST*, By Karl Greenberg, July 8, 2009

Royal Dutch Shell has launched a European and Asian ad push, "Get the most out of every drop," via JWT London. The campaign, which uses a watercolor-like creative approach wherein moving images of cars appear to arise from paintings, is intended to tout Shell's V-Power products. The campaign uses regionally customized broadcast spots that were created by NY-based Stardust with JWT London.

Contract Bags Mandate for Samsonite India, *BRAND REPUBLIC INDIA*, By Bindu Nair Maitra, July 6, 2009

Contract Advertising has bagged the mandate for Samsonite India, after a multi-agency pitch. They will be handling both the brands in Samsonite's portfolio: Samsonite and American Tourister. TBWA India is the incumbent agency.

Mexico Planner of the Week, *ADLATINA*, July 6, 2009

Julian Smith: "We need to become even more digitally knowledgeable." *Adlatina* interviewed the VP of Planning at JWT Mexico, who explained how his division works and spoke of the planner's new role, his relationship with his creative peers and what you need to succeed in this business.

"I took quite an unusual route into planning. I started off in brand marketing, switched to consultancy and then found my true passion as a planner. I like to work in a creative environment that is forward thinking and creative; this plays to my strengths." This is how Julian Smith describes his route to the planning division he currently heads at JWT Mexico, and adds: "We are starting to give planning the importance it holds in the U.K., for instance, where it is central to the agency process."

In closing: JWT is said to have invented planning. What advantage do you believe this provides?

"The thinking of Stephen King, the JWT man who invented account planning, is central to the way we approach brand communication development today. We are launching a new planning process to cope with the latest demands, although our philosophy is based on Stephen King. Another advantage is that our heritage still means that we attract great planners, so I would say that we have by far, the best quality and the largest planning network of any agency in the world."

Kit Kats as Postcards? This Is Not the Work of *Mad Men*, *THE INDEPENDENT*, By Ian Burrell, July 6, 2009

JWT's world chief Bob Jeffrey tells Ian Burrell the secrets of global advertising.

Bob Jeffrey has an expression: "idea racism." He uses it to describe the mind-set that says the only environments in which creative work can flourish are the island of Manhattan—the Madison Avenue of television's *Mad Men*—or Zone One of the London Tube map.

But the global chairman and CEO of JWT says he is allowing the "hunger and ambition" of staff in outposts such as Malaysia and Argentina to reinvigorate one of the world's leading advertising agencies. "I would define idea racism as this very narrow-minded view that creative ideas have to emanate from New York and London. What we are demonstrating is that great ideas can happen anywhere."

Lessons in Marketing Courage from Cannes, *THE GLOBE AND MAIL*, By Andrea Southcott, July 6, 2009

At this time of year, the marketing and advertising community looks to see what ideas, campaigns and media innovations rise to the top. In our changing media landscape, it's inspiring to see what's getting recognition.

In Japan's crowded packaged goods market, there are limited ways to stand out. As Japan Post privatized its postal outlets, Nestlé and JWT Tokyo, Nestlé's advertising agency, worked with the postal service to co-create a brand-new product and a retail distribution channel with no competitors.

The "Kit Kat Mail," intended as a good-luck greeting to students preparing for exams, was a specially designed, ready-to-send package containing the chocolate bar and space for an accompanying message. Launched in 20,000 Japan Post outlets, it was an instant success. The launch received more than \$15-million in free media coverage, and "Kit Kat Mail" is now permanently available through Japan Post outlets.

Jun Fukawa, executive creative director of JWT Tokyo, says, "This new distribution channel is the killer combination of brand building and immediate sales growth."

Caldwell: This Lion Shows Consistency, *LATINSPOTS*, July 6, 2009

Last year, Christian Caldwell's agency, JWT Costa Rica, gave its country the first Cannes Lion. In this year's edition, JWT shined again and landed Bronze in Media. About this, he indicated "this Lion stands for consistency which is what we wanted to demonstrate, and I use these words because it was a real challenge to ourselves, the most important thing was to trust we can win again, after last year when we became the first central American agency to ever win at Cannes."

JWT Wins Hutchison Whampoa Properties Projects, *BRAND REPUBLIC ASIA*, By Benjamin Li, July 3, 2009

JWT Hong Kong has won the creative briefs for two multimillion-dollar property projects in Shanghai from Hutchison Whampoa Properties. Grey and the incumbent agency, Ogilvy & Mather, were also believed to be involved in the pitches.

Singapore's EDB to Hire JWT and MEC, *MEDIA ASIA*, By Asiya Bakht, July 2, 2009

The Economic Development Board (EDB) is poised to appoint JWT and MEC for its integrated marketing campaign to position Singapore as a premier business hub.

EDB initially shortlisted three agency pairings—JWT with Mindshare, Ogilvy with MEC, and Publicis with Zenith—but sources suggest the Government body has decided to break the pairings in its final decision. JWT and MEC were unable to confirm the news.

JWT's Jeffrey Says 'Time to Experiment' in Advertising, *BLOOMBERG*, July 1, 2009

Bob Jeffrey, chairman of advertising agency JWT, talks with *Bloomberg's* Mark Barton about the impact of the economic slump on the industry and the effect of new media technology. Click [HERE](#) to watch the interview.



**466 Lexington Avenue
New York, NY 10017
www.jwt.com
www.jwtintelligence.com
www.AnxietyIndex.com**

CONTACT:

Alyson Valpone
Global Network Supervisor
JWT Worldwide
212-210-7825
alyson.valpone@jwt.com

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).