

DIGITAL@JWT LAUNCHES SITE FOR “I WANT TO BE A PART OF THE SEVEN” PROMO

BUENOS AIRES, February 2009—Digital@JWT, the interactive department from JWT Argentina, put in action a Web site for the promotional advertising of the “I want to be a part of the Seven” event, which invites rugby fans to participate in a draw. The main prize is a trip for two to the Rugby’s Seven in Adelaide, Australia.

The concept of this promotional fact—carried out in association with Fernet Ramazzotti and the sports newspaper *Ole*—is the focus of the importance of having a genuine partner for a trip like the one offered in the draw. The leading character in the Web site www.quieroirseven.com advises the user to choose the correct partner for the trip to the Seven, in case of winning the draw.

The main idea begins with a simple statement: The user can invite friends to join him/her on the trip, and by doing so he/she has more chances to win the draw.

The promotional event will last from February 15 until March 7, 2009. During this period, there will be weekly winners of six Fernet Ramazzotti Bottles. The promo will end with the big prize: A trip for two to the Australian Rugby Seven.

Digital@JWT headed the creative project behind the digital work, which counted on with the support of different traditional digital media.

Macaroni Films was in charge of offline production, while Indigo took care of the sound.

Technical Information

Creative team: Federico Hauri, Harry Ocampo
Accounts team: Francisco Badano, Santiago Greco
Producer: Macaroni Films
Director: Bernabe Botte
Sound: Indigo
Illustrator: Julieta Jiterman
Client: Belén Ovín
Client: Juan Garcia Espil

ABOUT JWT ARGENTINA

JWT Argentina is managed by Rodrigo Carr and is part of The WPP Group. The agency has been a pioneer in the Argentinean advertising industry for the past 80 years. JWT is known for being in top positions in terms of turnover and quality assurance.