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LEARNING TO NAVIGATE THE ‘NOW WEB’

JWT Explores How Today’s Real-Time Digital Stream is Changing the Game for Marketers

NEW YORK, August 27, 2009 — As the stream of information that people consume, produce and share online flows ever faster, consumers will increasingly expect brands to be along for the ride, according to the latest trendletter from JWT, one of the largest advertising agencies in the world.

In “The Now Web,” JWT explores what’s new and different about this evolution of the Web and the implications for the mass culture, entertainment and media. The trendletter also examines what marketing with a Now mind-set means and takes a closer look at campaigns that have captured the Now.

“As the Web moves away from a static environment based around pages to become more like a flowing stream of information, we are changing our perception of ‘current,’” says Ann Mack, director of trendspotting at JWT. “This has many implications, not least for brands. While the Now Web will make it increasingly easy for marketers to get a finger on hot topics and shifting consumer sentiment, the challenge is to also respond in Now time.”

Other topics covered include:

- Which brands are leading the way in the Now space
- The impact of mobile communications on the Now.
- How the Now Web is giving rise to an increasingly mass culture, with positive and negative implications
- How entertainment is becoming a more real-time, interactive experience
- Why the best content providers may gain new audiences through the Now Web

“Conversation is a key element of the Now Web, and brands that don’t monitor and engage in this ongoing conversation risk losing their voice,” says Mack. “But brands that get it right can become more engaged than ever with their consumers.”

This trendletter is available on JWTIntelligence.com. Additional knowledge and research on JWTIntelligence.com includes “Millennials at Work,” a report on twentysomething consumers in the U.S. and U.K.; “The Atalanta,” a nine-country quantitative analysis of twentysomething single women; and trendletters covering topics including health and wellness, mobility, gaming and China’s tech sector.

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.

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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, 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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