

J W T

**JWT IN
THE NEWS**

September 2008

The Work: New Campaigns—U.K., *CAMPAIGN*, September 26, 2008

HSBC—LUMBERJACK CREDITS Project: Lumberjack Client: Heather McCracken, group brand comms manager; HSBC Brief: Communicate HSBC's interest in understanding people's different priorities and values; Creative agencies: JWT London; NYC Writer: Dinesh Kapoor; Art director: Michael Ashley; Planner: Paul Simonet; Media agency: MindShare; Production company: Gorgeous; Director: Vince Squibb; Exposure: TV.

THE LOWDOWN

The lumberjack in this film for HSBC is definitely not OK in his wife's eyes after she gets arrested trying to save the trees he's cutting down. This film is designed to show how the bank realises that people have different opinions, and how it uses this knowledge to ensure it can treat its customers better.

It starts with the police, armed with truncheons and dogs, breaking up a protest against cutting down trees. As an angry woman is marched away, she passes a lumberjack and spits: "Happy now Henry?" She is then bailed out of jail by the same lumberjack. They both jump on a motorbike and drive away.

Nestlé Crunch Lures Teens via Advergaming, *MARKETING-INTERACTIVE.COM*, By Adaline Lau, September 24, 2008

Nestlé Crunch has launched an advergaming campaign aimed at teenagers aged 12 to 18 years, taking in a whole suite of online tools including MSN and Facebook.

The Web site, developed by JWT Hong Kong, allows users to explore a Hong Kong street with aliens eating garbage bins, shopping trolleys and even old ladies to test their "crunchiness."

Users can also pose with aliens online and add them on Facebook that has already received more than a hundred responses.

Michelle Turchini, group creative director at JWT Hong Kong, said online was the most appropriate media to reach and connect with a younger audience.

"[It was] also the best format to demonstrate the key attribute of the product—namely, the noisy Crunch sound," Turchini said.

Media: Changing Advertising, *THE GUARDIAN*, September 22, 2008

With the value of Internet advertising set to overtake that of TV by 2009, according to a report by the Internet Advertising Bureau, and the mobile phone becoming, if not man's best friend, then certainly someone he likes to spend a lot of time with, the digital revolution is in full swing. The question is how do advertising agencies make full use of the digital capabilities on offer and who has the right approach?

Hugh Todd, creative director at agency JWT London, says: "Collaboration, someone told me, is the word of the future." Todd, like many, thinks that the description of his agency and many others as traditional is misleading. "We don't necessarily want to accept that term because everyone needs to be adopting new techniques, new ideas and everyone needs to evolve. And if we can't do something in-house then, of course, let's open our arms to welcome new ideas from outside agencies."

WWF 'Earth Hour' Takes Platinum at AME Awards, *BRAND REPUBLIC*, September 18, 2008

The WWF's "Earth hour" campaign, created by Leo Burnett Sydney, scooped the top prize at the Asian Marketing Effectiveness Awards 2008 last night in Macau.

JWT was another big winner of the night, picking up three gold awards: “India poised—Lead India” for *The Times of India*; “Schick’s 3D beard simulator” for Schick Japan KK; and “Knorr Tet—taste of good luck” for Unilever Vietnam.

Hispanic Creative Advertising Awards, ADAGE.COM, September 16, 2008

INTEGRATED GOLD WINNER (PUERTO RICO): “HEINEKEN CITY”

Client: Méndez & Co., Heineken

Agency: JWT San Juan, Puerto Rico

MARKETING CHALLENGE: Hoping to energize the brand among Puerto Rican youth, Heineken needed a fresh approach to tired TV spots.

CREATIVE SOLUTION: JWT unleashed an understated yet sweeping multistage campaign. A teaser blitz mimicked the placement of real-estate placards, newspaper ads and Web sites for new luxury developments. That campaign led to Web sites designed to look legitimate but which ultimately revealed the true nature of Heineken City, a virtual universe. Users were encouraged to “buy” an apartment in one of three digital high-rises by playing Heineken-branded games on the site and on Facebook. Buyers got genuine welcome kits via direct mail, including “keys” to their apartments. Each of the 10,000 keys, which doubled as bottle openers, had a membership number to enter Heineken VIP events. That led to, as JWT says, “10,000 loyal Heineken drinkers but most importantly 10,000 people sending and receiving e-mails with our brand each day.”

Fireworks, INDIA TODAY, By Deepika Khatri, September 15, 2008

She’s the brain behind Pepsi’s most memorable taglines. Vice president and executive creative director of JWT, Anuja Chauhan, is also mother of three, chick lit author and collaborator on homemade Ravana effigies during Dussehra.

Whistling the latest Bollywood hit, she walks past a blue wall covered with artwork in the glass-and-chrome, 300-strong office of JWT in Gurgaon.

Her cubicle, overlooking the eight-lane Delhi-Jaipur highway, has a bright orange armchair and two mattresses off in one corner. People ask me if I rent those out by the hour, laughs Anuja Chauhan, VP and executive creative director of JWT.

The brain behind Pepsi’s voice in India, Chauhan’s creative skills are reflected in ad campaigns that have become like mini anthems from “Nothing Official About It” to “Jor Ka Jhatka Dheere Se Lage,” from “Yeh Dil Maange More” to “Oye Bubbly.”

Interactive Winners, ADAGE.COM, September 15, 2008

BRONZE WINNER (PUERTO RICO): GUIROHERO.COM , ELECTRONIC CHRISTMAS CARD

Client: JWT San Juan

Agency: JWT San Juan, Puerto Rico

Category: Viral Marketing

The judges spent a lot of time playing this game. For Christmas 2007, JWT combined “Guitar Hero,” a popular

holiday gift, with the guiro, a traditional Puerto Rican instrument, and came up with the game “Guiro Hero” and e-mailed it to everyone they know. It turned into a fast-spreading viral game that’s hard to stop playing.

Ideas to Beat Test of Time, *BUSINESS DAY (SOUTH AFRICA)*, By Alf James, September 11, 2008

JWT celebrates 80 years of doing business in SA this year an example that the true measure of the value of a brand is its ability to stand the test of time, no matter what is thrown in its path, to quote Professor Roger Sinclair, professor emeritus at Wits University and MD of Brandmetrics. JWT has certainly done that, says Modise Makhene, CEO of JWT South Africa.

He says that standing the test of time requires much more than simply endurance. ... Brand-building has always been at the core of what JWT does, says Makhene. We know how to build and maintain successful brands and drive sales. JWT is not good because it’s old; it’s old because it’s good.

JWT amassed 106 points on *The Gunn Report* in 2006, moving up the table to 4th place from 9th place in 2005. *Campaign* magazine described this as: “Undoubtedly, the biggest jump we have seen in the top half of the table in the eight-year history of *The Gunn Report*. The 2008 Cannes festival was a memorable one for JWT. It saw its best year ever, with outstanding showings from across the network receiving accolades from the press and taking away a total of 38 awards.”

A Creative Passion for Building Brands, *BUSINESS DAY (SOUTH AFRICA)*, By Alf James, September 11, 2008

JWT has a philosophy that despite constant change some universal truths remain, most crucially the idea that creative work needs to be rooted in building a client’s brand. We see our role as ensuring that more people spend more time with our clients’ brands by creating ideas people choose to spend time with, says Jim Faulds, MD at JWT Cape Town. Conn Bertish, executive creative director at JWT Cape Town, says that creativity is vital for any ideas company particularly for JWT as a founder of the international advertising industry that speaks of stature, reliability, knowledge and experience. This is balanced by our passion for creativity, which speaks of youth, vigour, freshness and Now. Dave Strappini, creative director at JWT Johannesburg, says: “Our creative strength lies in understanding our client’s brand and their customers’ relationship with the brand.” ... “The ideas we communicate could be suitable for any or all communications media and channels, from radio to digital, to in-store to TV to print,” says Strappini.

JWT Thailand Hosts the Asia Pacific Creative CREDO Workshop, *DAILY MIRROR (SRI LANKA)*, September 10, 2008

JWT has always commanded the respect, and yes, the envy, of the advertising community across the world, as an agency that invests very seriously in training its people. In keeping with this tradition, JWT is proud to announce that Naveen Mihindukulasuriya, art director and Creative Group head of JWT Colombo, would represent Sri Lanka at the 9th Asia Pacific Creative Credo Workshop 2008 scheduled to be hosted in Bangkok, Thailand this year.

Fraser Lands ECD Role at JWT Sydney, *CAMPAIGN*, By Matt Williams, September 10, 2008

Andrew Fraser, the former executive creative director of Rapier and DraftFCB, has joined JWT Sydney as its executive creative director.

Fraser said: “JWT Sydney did very well at Cannes, which helped signal a creative resurgence for the agency. It will be my job to build on those successes.”

JWT Beefs up Creative Team, [MARKETING-INTERACTIVE.COM](#), By Adaline Lau, September 9, 2008

JWT Hong Kong has beefed up its creative department having nabbed Timothy Chan and Ming Chan from Grey Hong Kong as group creative directors and William Tsang from BBDO in the same capacity.

JWT Promotes Internally, [MARKETING-INTERACTIVE.COM](#), By Cherisse Beh, September 8, 2008

JWT has promoted senior account director, Thomas Ong to the role of group account director.

Ong, who joined in 2006, had been managing the HSBC account together with other agencies like MindShare and XM and is tasked to lead all HSBC business units as well as its Unicharm and Monster accounts.

The Week: Advertising Reviews—Wesleyan Awards Ad Task, [CAMPAIGN](#), September 5, 2008

Cheethambell JWT has picked up the above-the-line account for the financial group the Wesleyan Assurance Society.

The agency won the business after a pitch against Naked, Miles Calcraft Briginshaw Duffy, Souk and McCann Birmingham, and will create a campaign to include TV, national and specialist press, online, events and sponsorship. Wesleyan, which is based in Birmingham, provides specialist financial advice and products to professionals such as doctors, dentists, lawyers and teachers.

Diageo Tasks JWT PR in Thailand, [MEDIA](#), By Kenny Lim, September 5, 2008

Diageo has appointed JWT Public Relations in Thailand following a pitch against Ogilvy PR and incumbent Ripple Effect. JWT PR has been tasked with developing strategic PR and media relations programs for all of Diageo's products, with special emphasis on Johnnie Walker and Smirnoff.

JWT PR is currently working on campaigns to raise brand awareness for Johnnie Walker and Smirnoff and has launched an initiative—"Partnership of the Champions"—for the latter, following its tie-up with British football club Manchester United.

JWT Melb Continues Staff Rebuild, [B&T WEEKLY](#), By Oliver Milman, September 5, 2008

JWT Melbourne has continued the overhaul of its staff, hiring award-winning planning director Anuj Mehra from JWT Mumbai. Mehra, who will hold the dual role of group account director for Kraft, has been lured from the advertising agency's Indian office, where he held a similar role.

The Melbourne role is a newly created position and follows the recent additions at JWT Melbourne of managing director John Gutteridge and executive creative director Richard Muntz last year.

JWT's Burns Shifts to NY in Global Role, [ADWEEK.COM](#), By Andrew McMains, September 4, 2008

JWT London CEO Alison Burns will shift to the agency's New York office to assume a global account leadership role as the shop searches for her successor in London, the agency said.

In January, Burns will become global client services director, with oversight of accounts such as Diageo, Kimberly-Clark, Johnson & Johnson, Nestlé and Diamond Trading Co. She'll report to JWT New York co-presidents Rosemarie Ryan and Ty Montague.

Worldwide CEO Bob Jeffrey explained that JWT "needed to add bench strength to our global client servicing needs."

Nestlé Ad Bets on Social Network, *THE AUSTRALIAN*, By Lara Sinclair, September 4, 2008

Nestlé has created Australia's biggest Internet-based social-media advertising campaign to promote its new Kit Kat Chunky product, targeting teenage boys.

The campaign, created by agencies RMG Connect and JWT, aims to put Chunga content in as many digital channels as possible, including MySpace and Facebook profiles, YouTube, blogs, online and mobile banners, search advertising and a mobile Web site, to allow people to discover and share it.

Coast to Coast, *BOARDS*, By Barry Walsh, September 1, 2008

For Harvey Marco, leaving Saatchi & Saatchi, Los Angeles behind after five years (four as ECD) for the CCO position at JWT, New York provided an opportunity too good to pass up.

"There's a great energy in the air at JWT, New York now about how progressive the work is, the risks the clients are taking, the new business wins and the talent that's there," he says. "So I'm coming in with eyes wide open, but I'm certainly not going in there to rattle my sabre and wreak havoc on something that's working."

Space Invader; Clive Wilkinson Takes over Five Floors of a Midtown Tower, *INTERIOR DESIGN*, By C.C. Sullivan, September 1, 2008

In today's advertising world, top creatives and account executives shun such long-standing buzzwords as image and message as oh-so-*Mad Men*, classic but passé. Current industry lingo emphasizes experience and storytelling, two ideas that inform the midtown headquarters of JWT, the agency once called J. Walter Thompson. The 250,000 square feet of airy, energized open plan are punctuated by vignettes, events, poems, encounters. Clive Wilkinson, an Interior Design Hall of Fame member known for media work, thought of these moments not as separate 30-second spots but rather as elements tied together in an experiential über-narrative—like so many twigs on a tree. And Clive Wilkinson Architects tapped into his tree theme to drive design solutions. "It's a metaphor for storytelling, but we also extended it as an organizing form and connective tissue between the branches of the agency," Wilkinson explains.

Nash Shifts to Ford China Role, *MARKETING-INTERACTIVE.COM*, By Adaline Lau, September 1, 2008

JWT has hired Mike Nash as director in charge of Ford China account, where he will run the Ford China business and its joint venture brand Chang'an Ford.

Nash replaces Danielle Godbier and has been tasked to further align and drive all activities consistently from one brand strategy. He will also work closely with other Ford partners like Wunderman and media agency San Ren Xing.

JWT Appointed by Constellation, *FASTLINE*, September 1, 2008

JWT has been appointed by Constellation NZ to handle the global strategic and creative campaign development for the Monkey Bay and Nobilo wine brands.

"We first experienced JWT during the Kim Crawford pitch," says Constellation NZ marketer Melanie Jones. "Despite not being successful on that occasion, we really wanted to work with them. Our Nobilo and Monkey Bay brands should keep them quiet for a while."



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

CONTACT:

Alyson Valpone
Communications Strategist
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 85 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).