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**JWT IN
THE NEWS**

January 2008

Chinese Youth and Their Internet: Deep Love, *THE HUFFINGTON POST*, By Tom Doctoroff, January 31, 2008

Even the savviest marketers are amazed at how deeply China's new generation is engaged with the Internet. ... Chinese netizens, particularly logged-on youth, are emotionally dependent on—just stopping short of addiction—virtual buzz. Consider the following findings uncovered in a recent IAC/JWT survey on American vs. mainland young digital “mavens”:

While a large minority of Americans agree that they live some of their life online (42 percent for both sexes), more than double the percentage of Chinese youth feel similarly (86 percent).

Marketers can increase profits by forging deep digital bonds with China's new generation.

CREATIVE THAT ENGAGES. First, we should reject passively-consumed “advertising” and embrace “engagement ideas” with which consumers actively “participate” to satisfy hidden passions.

Second, we can take advantage of new technologies that enable measurement of online “buzz” and analysis of Web site pathing (i.e., how users navigate within sites via click-through tracking).

Third, we must embrace the potential of customer relationship management (CRM) to forge enduring engagement with our most loyal consumers, many of them young with rich attachment to brands.

JWT Acquires Majority Stake in Indian Event Manager Encompass, *ASIA PULSE*, January 29, 2008

Media and communication conglomerate WPP on Monday said it has acquired a majority stake in Indian event management company Encompass for an undisclosed amount.

Encompass would be aligned with JWT, WPP's Indian advertising operations. The event management firm's founders Roshan Abbas and Sukrit Singh will remain in their current positions of managing director and CEO respectively to ensure a smooth transition, WPP said in a statement said.

“JWT has been working with Encompass on several client engagements and this transaction is a natural extension of our established relationship,” JWT president Michael Maedel said in the statement.

Starbucks: Cool or a Commodity? *MSNBC.COM*, By Jasmin Aline Persch, January 29, 2008

Starbucks brought us the Italian coffee experience, teaching us to sip fancy espresso drinks in quaint cafes. Now the trendsetter is falling out of vogue—and some question whether the ubiquitous coffee chain can be cool again or will sink to a commodity.

Many trust, though, that Schultz can do something to help Starbucks—but what? He's expected to spill further details about the turnaround agenda Wednesday, when the company reports first-quarter earnings.

“They have a big challenge in front of them,” said Marian Salzman, a trendspotter at advertising firm JWT Worldwide. “And I think they've lost their way.”

UNITED STATES OF STARBUCKS

But Starbucks clearly knows its way around America. Its coffeehouses dot each of our 50 states and our nation's capital. (The most Starbucksized—street speak for containing coffee shops operated by the chain—include California, Texas, New York, Washington and Florida, in descending order.) A few years ago, Starbucks die-hards got their fix 18 times a month, on average.

“You loved it for its ubiquity and newness,” Salzman said. “And today we hate it just for that.”

Campaign 2008, ADWEEK.COM, January 28, 2008

Presidential races have always hinged on both personality (perceived and/or real) and the issues at stake. The question is, does one carry more weight than the other when people enter the voting booth?

Our exclusive online survey conducted by JWT examines this question through the prism of the candidates' TV spots. Two ads have been chosen for each: one perceived to be more emotive, the other more issues oriented. The survey, fielded from Jan. 5-11, consisted of more than 1,900 Americans 18 and older. It included more than 30 multiple-choice questions designed to judge the perceived relevancy of campaign ads from some of the top candidates, which personality traits those ads conveyed and whether those ads helped to improve or worsen viewers' perceptions of the candidates. The findings were analyzed by Ann Mack, director of trendspotting at JWT, and Mark Truss, JWT's director of brand intelligence.

JWT NY Adds ECD, ADWEEK.COM, By Andrew McMains, January 25, 2008

Con Williamson has rejoined JWT here as an executive creative director after freelancing on the agency's successful pitch for Royal Caribbean.

JWT led a WPP Group team that won global marketing services duties on the estimated \$90 million account in December after a review. The other finalists were teams from Interpublic Group (led by DraftFCB and Initiative) and Publicis Groupe (led by Saatchi & Saatchi and MediaVest).

Williamson will work on Royal Caribbean, the U.S piece of JWT's global Nokia business and JetBlue. In addition, he'll contribute to new business pitches and oversee the shop's JWTwo division, which includes post-production, branded entertainment development and a Web-based outlet for creative experiments known as "The Nursery."

Going to NATPE? Here's What You Won't Want to Miss, ADAGE.COM, By Andrew Hammp, January 25, 2008

The National Association of Television Production Executives Conference in Las Vegas is a place where some of the biggest players in mobile and media gather to discuss not just syndication but the evolving marketplace, and share insightful case studies from the past year. Here's just a sampling of some of the boldface names coming to Vegas:

Jeff Steir, senior VP-business growth, North America, at JWT, and Diana Pouliot, director-mobile, Google, will discuss the major changes taking shape in the mobile industry in 2008 at NATPE Mobile, which is taking place all day today. Other key NATPE mobile speakers include Mark Donovan, chief marketing officer and senior analyst for M:Metrics; John Hadl from Procter & Gamble's Ad Lab; Greg Clayman, executive VP-digital distribution and business development for MTV Networks; and *American Idol* guru Jason Turner, director-interactive for FremantleMedia Licensing Worldwide.

JWT Hires Thorenburg and Inks New China JV, MEDIA, By Benjamin Li, January 24, 2008

JWT China subsidiary Always has named Yve Van Thorenburg to lead the agency.

Thorenburg, who joins from a previous role as general manager of pharmaceutical company Organon China, arrives as JWT seeks to bolster its retail marketing presence via a joint venture with WPP management consultancy Glendinning in China.

"It brings a new level of international management into Always, and Thorenburg's strength is his ability to form relationships and motivate teams in different areas of the organisation," said JWT China CEO Tom Doctoroff.

"It is one of the first times where we have brought someone into the organisation with such pure results-oriented business savvy. He also has an ability to build bridges with other JWT groups."

RMG Connect Appointment, BUSINESS LINE (THE HINDU), January 22, 2008

Ms. Meera Sharath Chandra has been appointed the president and national creative director, for RMG Connect, the direct marketing, CRM and digital solutions company of the JWT Group. Ms. Chandra was the national creative director, Mudra Marketing Services, for the last two years. She also has over seventeen years of prior experience at JWT, according to company release.

Holidays That Deliver; Travel: 2008 Getaways, METRO, By James Ellis, January 21, 2008

We may be well into January but many companies are still predicting what the travel trends for 2008 will be. James Ellis rounds them up to let you know what they think you'll be booking this year.

BABYMOONS AND PROCREATION HOLIDAYS

She may be a couple of years too late on Couchsurfing (www.couchsurfing.com) which we featured in 2004 but self-styled world's No.1 trendspotter Marian Salzman is bang on the money when she says procreation holidays are on the increase. Salzman who works for JWT Worldwide, the U.S.'s leading ad agency, predicts a huge surge in urbanites going on holiday purely to make babies.

WEB 2.0

Marian Salzman has also predicted 2008 will be a year of Facebook suicides, so perhaps you should rethink having your profile there. Instead, look to Web 2.0 social networking and advice sites dedicated to travel.

JWT BOOM; Latest ThirdAge/JWT BOOM Survey Busts Myths about Boomer Health Status, PHARMA BUSINESS WEEK, January 21, 2008

An online research study by ThirdAge Inc. and JWT BOOM was unveiled today, and reveals new findings contradicting major studies that say Boomers are unhealthier than any generation before them. The Boomers, Healthcare and Interactive Media Study was conducted online by ThirdAge at www.thirdage.com with over 1,300 respondents 40+ years of age. Results of the survey reveal surprising new data, according to Sharon Whiteley, CEO, ThirdAge Inc., and Lori Bitter, president at JWT BOOM (www.jwtboom.com).

In Brief: Marines' Ad Campaign Targets Wider Audience, THE WALL STREET JOURNAL, January 16, 2008

The U.S. Marine Corps is rolling out a new ad campaign this week in an effort to target teachers, coaches, clergy and other groups that tend to have influence on kids' career paths. The ad, which will appear on Fox's hit-show *American Idol*, marks a shift for the Marines, which has previously aimed its marketing directly at young adults and depended solely on programs that air on networks such as Walt Disney's ESPN or News Corp.'s FX. *American Idol* has a broader audience that includes adults as well as kids. One of the commercials, made by WPP Group's JWT, features a line of Marines standing in formation in front of landmarks across the U.S. such as the Golden Gate Bridge and Independence Hall. The ad campaign also includes an online and print component. The Marines is targeting adults because "not many youngsters nowadays have grown up with grandfathers or fathers in the service," says Lt. Col. Michael Zelfiff, a spokesman for the U.S. Navy.

Potential Remains for Exploitation of Boomer Market, MEDIA POST, By Aaron Baar, January 15, 2008

The baby boomers' reality is far different from the perception that they're graying technophobes who don't know how to work anything more complicated than a VCR clock, according to the latest research from JWT BOOM.

“Boomers are online at nearly equal rates as Gen Xers and Gen Y,” Lori Bitter, senior partner of JWT Boom tells Marketing Daily. “But they’re using it differently.”

According to the agency’s fourth annual “Boomer Heartbeat” survey, Baby Boomers are using computers and the Internet for e-mail, shopping and searching for information, particularly for health-related information. In addition, about 50 percent of Boomers are using their computers to play games and download pictures.

“Where you don’t see Boomers blogging is in the younger Boomer market,” Bitter says. “But as they get older and they have more time, they definitely have opinions and they definitely are interested in creating conversation.”

Internet’s the Way of Life for Chinese Youth Avenue to Express Freedom, *INVESTOR’S BUSINESS DAILY*, By Doug Tsuruoka, January 14, 2008

The Chinese sage Confucius once said: “By nature, men are nearly alike. By practice, they get to be wide apart.”

That seems the case when comparing how young people in the U.S. and China use the Web.

According to a recent survey by e-commerce company InterActiveCorp and ad agency JWT, Chinese Web users between the ages of 16 and 25 rely more heavily on the Internet than their U.S. counterparts and feel freer to express themselves online.

Tom Doctoroff, who heads JWT’s efforts in China, says the Net offers younger Chinese an outlet that’s rare in the rest of Chinese society. Chinese high schools have no debate clubs, drama productions or marching bands to act as outlets for personal and creative expression, for example.

“For young Americans, the Internet provides an incremental increase in the huge range of options they enjoy in life,” Doctoroff said in an e-mail interview from Shanghai. “But for young Chinese, it represents an exponential expansion in choice.”

Weekender: Marketing Ads and Ends: The Power of Radio, *BUSINESSWORLD*, By Nanette Franco-Diyco, January 11, 2008

Late into the afternoon, I relished a delightfully clever and humorous commercial of Red Horse beer, created by advertising agency JWT. It not only eases the weary traveler, it actually entices you to try the cold drink at the end of an afternoon. The very next day, I called up JWT’s executive creative director Dave Ferrer and did a telecom with him and the rest of the creative team for Red Horse, Joseph Dy and Griffy de Guzman.

The radio commercial that rocker Pepe Smith delivered was a lot of fun, owing to the simplicity of the material, a good script written for the ear and executed so well by the celebrity talent. The 30-seconder should be able to spur on sales for a lot of bottles of Red Horse in the name of having fun. The commercial was effortlessly happy, and such a natural for the product without having to use hard-sell tactics.

The radio script is coded “Eloquent” by the agency team. After you hear the commercial, you can’t help but laugh as the agency reveals its title. Try imagining this script delivered by the rocker.

Credits: Client company, San Miguel Corporation; Advertising agency, JWT; Creative, Dave Ferrer.

Our Words, Ourselves, *ST. PAUL PIONEER PRESS*, By Ann Mack, January 9, 2008

Ann Mack, JWT ad agency:

When we're not chatting with our dotcomrades or checking out the latest trans-ertainment during our commute, many of us are likely to be relaxing on our staycations or even focusing on a procreation vacation. Not sure what these latest catchphrases mean? We explain:

BABYMOONS AND PROCREATION VACATIONS: For couples looking to get pregnant, there are now procreation vacations, complete with homemade fertility treatments, massages and candlelit dinners.

DOTCOMRADE: A person one communicates with online but has never met in person. With virtual networks rapidly expanding, look for dotcomrades to start outnumbering real-world colleagues.

E-CLUTTER: With consumers now able to create content, communities and chaos at little to no expense and without oversight, it's increasingly difficult to find the quality amid the quantity.

JWT Hires Hooper-Greenhill from BBH, *ADAGE.COM*, By Rupal Parekh, January 7, 2008

WPP Group's JWT has snagged Orlando Hooper-Greenhill, formerly of Publicis Groupe's Bartle Bogle Hegarty, to serve as director-global planning. Mr. Hooper-Greenhill will lead the charge for developing JWT's planning for clients globally.

"In our increasingly connected world, it is vital that brands are properly planned across regions," said JWT CEO Bob Jeffrey in a statement. "Orlando will help us lead industry thinking in this area."

Based in London Mr. Hooper-Greenhill will begin in the new role Jan. 21. He will be based in London and report to Guy Murphy, the network's top planning executive, who JWT also plucked from Bartle Bogle.

Mr. Hooper-Greenhill previously served as head of international planning at Bartle Bogle, London, working with marketers such as Diageo and Unilever, and also spent time at Omnicom Group's TBWA as a planning partner, devoting time to accounts such as financial-services firm Abbey and Eurostar, among others.

CEO Harris Rings in the Changes to Give Fresh Thrust to JWT India, *THE ECONOMIC TIMES*, By Sonali Krishna, January 4, 2008

Less than a month after joint national creative director Josy Paul bid adieu to WPP's largest Indian ad agency, JWT India CEO Colvyn Harris has put together a complete overhaul of the agency on both management and creative sides.

Agnello Dias, who was joint NCD, may finally be given the mandate to head the creative of JWT India. Effective Jan. 1, Tarun Rai, managing partner and senior VP, who moved out of his role as head of JWT's Mumbai office, will move to the corporate office—working with Mr. Harris on new businesses as well as M&As that the agency will look at in the coming year. ... Andre Nair, the former head of Group M in India, is now chief strategy officer, Asia, JWT India.

Dhunji Wadia, JWT's Bangalore office head, will be taking charge of the Mumbai operations, and will be replaced in Bangalore by Rajesh Gangwani, who has been promoted to senior VP, and who has been with JWT Bangalore since 2002.

Meanwhile, this marks a comeback of sorts for Andre Nair, who set up Group M in India and whose most recent mandate includes overlooking RMG Connect as well. ... Both Mr. Nair and Mr. Harris report to JWT

worldwide president Michael Maedel, who recently relocated from the agency's London office to Singapore, as the agency's thrust is on India and China.

Senior executives at JWT told *ET* that a final decision will be made on creative restructuring after Mr. Harris meets with JWT Worldwide chief creative officer Craig Davis and the rest of the worldwide creative council later this month.

WPP Group Says Unit Buys 75 Pct Stake in Belgium's Tagora, *AFX U.K. FOCUS*, January 3, 2008

Advertising group WPP Group PLC said its JWT operating unit has acquired a 75 pct stake in digital and dialogue-marketing agency Tagora.com NV in Belgium for an undisclosed sum.

For the year ended Dec. 31 2006, Tagora's revenues were 3.6 million euros with gross assets of 2.74 million euros.

JWT Forecasts 2008 Watch List, *THE EDGE FINANCIAL DAILY*, By Ooi Ying Nee, January 3, 2008

Blue will be the new green, video gaming will be further recognised as a "sport," eco-awareness and the aversion to privacy—these are some of the trends for the near future as forecast in a recent report released by advertising agency JWT's department of trendspotting.

"Top 10 Trends" is the third annual forecast report from the WPP Group-owned agency that has previously forecast the rise of eco-awareness, the prevalence of brand "truths" and the Old World embracing New World habits such as fast food chains and smoking bans.

"We believe it's essential to plot societal shifts in order to develop big brand ideas," said Ann Mack, director of trendspotting at JWT. "Trendspotting allows us to tune into the zeitgeist, discover how seemingly disconnected details are connected and figure out how the mood of the moment is affecting people's lives. Without this bigger picture, we run the risk of creating irrelevant and ineffective communications."

JWT also released its list of "80 Things to Watch in 2008," which includes a mish-mash of phrases that refer to people, products, places, services and shifts. JWT also forecasts the rise of virtual gifting, a service already available on popular social network Facebook, Google's anticipated mobile device—the Gphone; wannabe young Internet entrepreneurs like Facebook founder Mark Zuckerberg and the explosion of mobile technology.

Rendezvous Guy Murphy, Worldwide Planning Director, JWT, *4P'S BUSINESS MARKETING*, January 3, 2008

When you meet this man, the first aspect that meets the eye is his semi-casual attire along with his semi-casual behaviour (neither very formal nor very laidback). ... This is how Guy Murphy, Worldwide planning director, JWT, presents himself to us, and no differently to the world.

Having been a part of the advertising field for over two decades, and swearing by JWT's Stephen King, Guy emphasises on creativity. Guy here proudly points out, "The one thing that differentiates us from other advertising agencies is that we are hugely in touch with the culture that shows in the powerful JWT network." ... "We continue to take advantage of our network. We are always inspiring each other around the world and that is how we plan to grow," he says.

Ever since his appointment in JWT, he has implemented quite a few radical structural changes, as he reveals, "There is now a revived planning council where the key leaders of planning around the network will be meeting and working together to create wider responsibilities within individual networks. I am trying to structure connectivity where offices of different countries have a strong relationship with each other." ... He is hell-bent on building a powerful network within the JWT family, all across the globe.

Customize Your 2008; For Tech-Savvy, New Year Is All About Choices, CHICAGO TRIBUNE, January 2, 2008

What's going to be big in 2008? That's all up to you.

"Mobile technology means we'll be plugged in anytime, anywhere in 2008," said James Canton of the Institute for Global Futures, a San Francisco think tank.

Apple's iPhone will continue to drive tech trends, according to Ann Mack, director of trendspotting at JWT advertising in New York, but "look for all the other mobile phone companies to advance."

"You can guarantee development of mobile devices will get even cooler," Mack said.

TOP SLANG FOR 2008

Post-Potter depression: Grieving over Harry's loss.

Binge chill: Gorging yourself on nothing by collapsing.

Dotcomrade: A person one communicates with online but has never met.

Mobulimia: Sufferers are glued to their mobile gadgets.

Procreation vacations: Add a fertility treatment to your weekend getaway.

EIGHT TO WATCH IN '08

- * Women juggling men
- * U.S. gymnast Shawn Johnson
- * *Sex and the City*, the movie
- * Green weddings
- * Brain exercises
- * Backlash against antibiotics
- * Keira Knightley
- * The band Shiny Toy Guns

[SOURCE: JWT ADVERTISING]

On the Side, ADVERTISING AGE'S CREATIVITY, January 1, 2008

JWT: The Nursery

Deep in the bowels of JWT New York lurks a small cadre of creative talent that has nothing to do with advertising. Well, almost nothing.

In January 2006, JWT launched a creative initiative for original content dubbed "The Nursery" within its post/digital studio JWTwo. According to managing director of JWTwo Drew Vogelmann and director of emerging media David Rosenberg, there wasn't any set plan for what The Nursery was to accomplish, the agency just knew it was something that it needed to do.

“To me, it was about having this huge shop in JWTwo that has amazing facilities and technology and we’re never running at 100 percent capacity, and I thought why not get some of these kids, untapped talent, to come in?” says Vogelman. “For them it’s an opportunity to work in this incredible technology environment, where they can run free. The idea is it’s not about clients. They make things they want to make but if we see opportunities to utilize that stuff then we can find ways to do something with that.”

Rosenberg adds, “I think it was more a matter of, we don’t know where it’s going—no one really does—but we do know this: If we’re not doing it and trying things, we’re going to be far behind everyone else that is and at a lot more disadvantage if we don’t.”

Will J&J Realign? *FASTLINE*, January 1, 2008

They’ll be wearing the furrowed brow at Auckland’s Revo after news out of Sydney that JWT Australia picked up four Johnson & Johnson brands (Sudafed, Mylanta, Benadryl and Zyrtec) in a global realignment that may yet reach our shores. Revo, the incumbent, and JWT both hold parts of the J&J portfolio.

“We have a strong relationship with J&J on Listerine and Reach, and work closely with our JWT colleagues across the Tasman,” says JWT NZ md Simon Fitch. “Naturally, we would like to see this extended to include brands such as Benadryl and Zyrtec—but it will be J&J NZ’s call if this global realignment is reflected here.”



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ABOUT JWT: *JWT, which celebrates its 144th anniversary this year, ranks as the largest advertising agency brand in the U.S. and as the fourth-largest full-service network in the world. It was the first agency to be associated with anthropology and the study of consumer behavior. Its parent company is WPP.*