

J W T

**JWT IN**  
**THE NEWS**

**MARCH 2008**

**First Round of Best of Show Revealed, [MARKETING-INTERACTIVE.COM](#), March 31, 2008**

Pattaya—Publicis Singapore, JWT Kuala Lumpur, Y&R Malaysia and Leo Burnett Sydney were the four agencies which bagged one Best of Show each at last night's awards presentation for the Radio, Direct, Design, Print Craft and Press categories.

Publicis Singapore won Best of Design and Gold for its "Stadium" work in Packaging Design. Best of Press and two Golds for single and campaign went to JWT Kuala Lumpur for its work entitled "Oil" for Scott Kitchen Towels. ... Aside from the Best of Show win, Singapore had a particularly strong showing last night, walking away with 12 of the 17 Golds given away. Singaporean agencies that picked up Gold included Saatchi & Saatchi (with the largest haul of six Golds), JWT (four), O&M (one) and Publicis (one).

**Nation's 'Millennials' Reveal Respect for Traditions, Values, [THE WASHINGTON TIMES](#), By Jennifer Harper, March 30, 2008**

JWT has plumbed the consciousness of the so-called "millennials"—those between 21 and 29—to reveal a generation brimming with adult-like respect for American institutions, family values and work ethics, despite a few quirks.

Among the findings: 94 percent said they respect monogamy and parenthood, while 84 percent revere marriage. Eighty-eight percent respects the U.S. Constitution, 84 percent respect the military and more than three-fourths believed in the proverbial "American dream." Fewer than one in four, however, said they have any admiration for Hollywood.

"We were completely surprised. There has been a faulty portrayal of millennials by the media—television, films, news, blogs, everything. These people are not the self-entitled, coddled slackers they're made out to be. Misnomers and myths about them are all over the place," said Ann Mack, who directed the survey and is the official director of trendspotting at the agency.

"Their opinions of monogamy and marriage are products of the era they grew up in, a reaction against a reality TV world or their unstable childhoods. They are more traditional in their views because they want something better for their own families," Ms. Mack said.

**Macy's 'Carlos and Mariah': Ad of the Day, [ADWEEK.COM](#), By Mark Dolliver, March 25, 2008**

**Brand:** Macy's Department Stores

**Agency:** JWT

**Release Date:** March 25, 2008

In our celebrity-besotted age, it counts as a miracle of sorts that Macy's has managed to make the use of celebs in commercials seem fresh. You may recall last year's spot in which various celebrities primped their branded areas of the store (The Donald with his ties, The Martha with her domestic goods, etc.) as the doors were about to open for the day.

In this new spot (from JWT in New York), the principal focus is on Carlos Santana, the guitarist who has reinvented himself as a shoe designer, of all things. Mariah Carey, whose fragrance line is sold at the store, makes a good interlocutor for Santana, having regained her girlish charm after a rough patch. When Santana informs us that "shoes are like women—they inspire beautiful music," you may wish he'd stuck to playing the guitar. There are nice moments here, though, as when Martha Stewart starts grooving to Santana's tune (closing her eyes and swaying) or when Trump plays the unmusical heavy ("My ties are beautiful. They don't need music.").

**'Staycation' Trend Has Travelers Going Nowhere Fast, *THE WASHINGTON TIMES*, By Andrea Billups, March 23, 2008**

This summer, Deborah Johnson is planning a restful vacation—at her house. (Mrs. Johnson) joins a growing number of people trading in fancy trips to exotic locales for time spent with family, working on home repairs, organizing closets and enjoying time with friends and family who live nearby.

Their stay-at-home vacation—or “staycation”—has been dubbed a new trend by the global ad agency JWT, according to its director of trendspotting, Ann Mack.

With the economy flat-lining and busy professionals looking for more work-home balance, the idea just makes sense, Ms. Mack said.

“People are rediscovering the delights of their own backyard,” she said. “The U.S. dollar is so weak, so it doesn’t make sense for them to travel overseas, particularly in Europe, where the Euro is so strong against the dollar.”

Higher gas prices also are forcing more folks to rethink their travel plans, she said, adding that increasing concerns over the environment as well as the desire for more family time add to the staycation’s popularity.

“People are putting more investment in their homes, so they can think of it as their oasis rather than a place to live,” she said.

**Ad the Winner Is ... The Creative Ad of the Year Winners Were Announced This Week, *SATURDAY STAR*, By Riana van der Schyff, March 22, 2008**

Ad the winner is ... The Creative Ad of the Year winners were announced this week. A total of 12 months’ work was judged, from January to December 2007.

**FILM**

**Winner:** Ford Bantam “Umbuntu”

**Agency:** JWT JHB

**The Work: New Campaigns—The World, *CAMPAIGN*, March 21, 2008**

VESPA AUSTRALIA - LIGHT TRAIL - AUSTRALIA CREDITS Project: Light trail; Client: Vespa; Australia Brief: Show the ease and speed with which Vespa can cross any city; Creative agency: JWT Sydney; Writer: Charlie Ross; Art director: Brendan Donnelly; Exposure: Print (*Sydney Morning Herald* and trade press) and dealerships.

**THE LOWDOWN**

Vespa Australia uses this Getty Images photo of cars rammed bumper to bumper to portray visually the benefits of being able to zip between the traffic easily and quickly on a Vespa bike.

The ad—the first for this client by JWT Sydney—steers away from the obvious benefits of fuel economy to focus on the convenience factor of scooter riding.

**The Work: New Campaigns—U.K., *CAMPAIGN*, March 21, 2008**

HSBC - CHINESE PAPER CUT CREDITS Project: Chinese paper cut; Client: Heather McCracken, group brand communications manager, HSBC; Brief: HSBC Cultural Exchange - China Design Now exhibition; Creative agency: JWT London; Writer: Ryan Lawson; Art director: Andy Smith; Planner: n/s; Media agency: MindShare; Media planner: Jan Neumeister; Photographer: Han Jing; Photographer’s agency: n/s; Retouching company: JWT London; Exposure: Outdoor, press.

## THE LOWDOWN

JWT has created a poster campaign to promote HSBC's sponsorship of the China Design Now exhibition at the V&A.

The execution puts a contemporary spin on Chinese design by using the ancient art of Chinese paper cutting to depict modern objects.

### 101 Markets 2008: The Bunty-Babli Syndrome in Small Towns, **AGENCYFAQS!**, By Devina Joshi, March 20, 2008

The small town-big city debate is perhaps as old as civilization itself, but ironically, it is still relevant today ... *agencyfaqs!* organized a daylong seminar called 101 Markets: India Beyond the Metros.

Mythili Chandrasekar, senior vice president and executive planning director, JWT ... admit(ed) that there are indeed differences between consumers in small towns and in metros. According to statistics provided by her, small townies consider their diet to be healthy, while the metro populace didn't rate itself so high on that scale. But the metro people were found to be more calorie conscious and claimed to consume more diet versions of foodstuffs ... "the rating for both the metro and non-metro consumers was found to be the same when asked about enjoying life and having a sense of adventure," Chandrasekar said.

By and large, small town people were found to sport the "Hum kisise kum nahin" attitude, thereby moving into the zone of power from the zone of conformity. ... In addition, parents are thrusting their own aspirations upon their children. "There is an increased desire to change and progress among this group," Chandrasekar added.

"The need to make it big or be rich is leading to the emergence of 'realistic fantasies' and the 'democratisation of luxury,'" said Chandrasekar. "And these fantasies go much beyond affordability—it is all about a value proposition."

### Muang Thai Uses Humour, **MEDIA**, By Kenny Lim, March 20, 2008

BANGKOK—Muang Thai Life Assurance has become the latest Thai insurance brand to take a humorous approach to promoting its trade as the company gears up for a period of aggressive expansion.

A JWT-created TV campaign, dubbed "Fun you never forget," promotes the brand's Smile Club Card. ... "Most Thai consumers consider insurance to be a serious form of long-term investment," said Pinit Chantaprateep, JWT Bangkok's ECD. "The client therefore wanted a concept that would change attitudes and differentiate it from other life insurance brands. The idea was to communicate how life insurance policies should leave you worry-free and give you more time to enjoy your life."

Comprising five TV spots, the ads feature trademark Thai humour with consumers dancing *Saturday Night Fever*-style while stuck in a queue for an ATM. ... "The commercials are about the fulfillment of a happy life as Muang Thai members enjoy concerts, hobby workshops and drama performances with their card," added Pinit.

### BBDO, JWT in Major Creative Guild Wins, **MEDIA**, March 20, 2008

MANILA—BBDO Guerrero Ortega and JWT Manila were the two biggest winners at the 24th Annual Creative Guild of the Philippines Awards.

JWT won the most golds, for its Lotus Spa radio ad and Philippine Animal Welfare Society account for art direction, while ECD Dave Ferrer was inducted into the Hall of Fame.

**Hotline: Nokia Moves Retail Marketing Account into RMG, *CAMPAIGN*, March 14, 2008**

Nokia is moving its retail marketing account out of Haygarth Group and into RMG as part of the brand's global realignment into JWT. RMG is understood to be in TUPE negotiations with some of Haygarth's staff about moving with the business.

**Cary Tilds to Deliver Keynote at CTIA Wireless 2008, *WIRELESS NEWS*, March 13, 2008**

CTIA Wireless 2008 ... announced that Cary Tilds, senior vice president of Team Detroit, will deliver the keynote address for its Marketing the Mobile Channel Conference. ... Team Detroit (is) an advertising conglomerate comprising a joint venture of JWT, Y&R, Wunderman, Ogilvy and Group M companies Mediaedge and Mindshare.

Tilds will address the emergence of the mobile Internet, how it will affect consumer behavior and what that means for brands, agencies and consumers. Tilds is the head of digital media operations, where her role is to provide thought leadership as well as technical specialty to lead Team Detroit's media planning, buying, optimization and analytics functions. She currently serves as chairperson for the AAAA's Search Marketing Committee and is a council/advisory board member for Google, Yahoo!, MSN and DoubleClick.

**Kimberly-Clark Leverages Olympics Emotion for Kleenex Film, *MEDIAPOST*, By Karl Greenberg, March 12, 2008**

KLEENEX, WHICH HAS BEEN THE official supplier of facial tissue to the U.S. Olympic Team since 2002, is activating its involvement in the Summer Olympics in Beijing with a documentary-style video. The film, *Let It Out*, takes its name from Kleenex's current brand campaign, which launched last year, via JWT, NY.

The film extends that theme of letting one's emotions free by showing a succession of fans talking about their favorite, most emotionally evocative moments from Olympics past.

Angela Fisher, senior brand manager, says the effort is the company's first in the realm of branded entertainment. "We know the Olympics are an emotional time, and we wanted to capture that," she says.

**JWT Beats Five Rivals to SilkAir Account, *STRAITS TIMES*, By Chua Hian Hou, March 11, 2008**

ADVERTISING agency JWT has wrestled the SilkAir contract from Ogilvy & Mather (O&M) after a hotly contested, three-month selection process.

Six agencies, including O&M, were vying for the contract with the airline, which has an annual marketing budget of \$1.5 million. This includes buying advertising space, creative work and agency fees.

SilkAir vice president (commercial) David Lim said JWT's pitch "stood out for its clarity of thinking, industry understanding and a brand strategy that demonstrated not just creativity but resonated closest to our values as a company."

JWT's Singapore managing director, Mr. Angus Fraser, said his team had "pulled out all the stops" in its pitch and employed drama, music, man-in-the-street interviews and video in its presentation.

**China Takes a Mixed View As Web Streams More Video, *INVESTOR'S BUSINESS DAILY*, By Doug Turuoka, March 10, 2008**

The latest case of the Chinese government's ambiguity toward the Internet doesn't involve blogs. It concerns streaming video.

Officials eased Internet curbs that limited video sharing, or streaming video, services to state-owned companies, saying that private firms already active in this fast-growing market could continue to do business.

Analysts say the original controls were issued to stop anti-government videos made by dissidents from popping up on the Web ahead of the 2008 Beijing Olympics. But streaming videos on the Net are one of China's hottest new businesses and officials hesitated to crack down for fear of hurting the economy.

Tom Doctoroff, head of China operations for ad agency JWT, says that until a few years ago, there were no rules governing such streaming content or file sharing. He says officials then decided that all video-sharing companies be "registered" with the government.

Doctoroff says the use of registration is a euphemism in China for state control. "Now (the Chinese government says) that these rules only apply to new companies, so established entities such as Tudou—China's YouTube—are in the clear," Doctoroff said. "Again, ambivalence," he said.

**Creative Guild Awards: JWT Bags Five Golds, Three Silvers, *PHILIPPINE DAILY INQUIRER*, By Roger Pe, March 7, 2008**

On a cool, balmy night last February 29, "Kidlat" generated thousand watts of excitement among Manila-based creatives in Bora.

The new award name of the more than 20-year-old Creative Guild of the Philippines, award-giving body of the 4A's, is born. Sans fanfare but voltage-heavy (they brought in the One Show), the event held in the "world's best beach," was simply electrifying.

**RADIO AD OF THE YEAR**

**Gold:** JWT "Traffic Therapy" (Lotus Spa)

**Silver:** JWT "Corporitual" (Lotus Spa)

**INTERACTIVE AD OF THE YEAR**

**Gold:** JWT "Beyond Boundaries" (Ford)

**RADIO CAMPAIGN AD OF THE YEAR**

**Gold:** JWT "Serenity" (Lotus Spa)

**Silver:** JWT "Brutal Truths" (Pfizer)

**BEST ART DIRECTION**

**Gold:** JWT "Cat Dreams" (PAWS)

**BEST COPY**

**Gold:** JWT "Traffic Therapy" (Lotus Spa)

**Silver:** JWT "Measuring Shirt" (Unilever)

**India's Biggest Stars Bowling for the Brand Builders, *FINANCIAL TIMES (FT.COM)*, By Joe Leahy, March 7, 2008**

In India ... a visitor cannot set foot in the country without seeing on every television channel or city billboard the monarchs of the country's movie industry, Amitabh Bachchan and Shah Rukh Khan, backing almost any product willing to pay their fees.

That trend is extending ever more strongly to the country's other national passion, cricket. The launch of a new competition based on a popular short form of the game, Twenty20, has attracted hundreds of millions of dollars of investment from companies keen to use the sport's heroes to pump up their brands.

"These stars are iconic people and they build iconic brands," says Colvyn Harris, chief executive of advertising agency JWT India, part of the WPP communications group. "Try as they might to do otherwise, most large brands in India will end up having to use a celebrity."

In a country whose emerging middle class has never seen many modern consumer brands, particularly international ones, celebrities are one way to get customers immediately to identify with a product.

**Hotline: JWT London Hired by Coty, *CAMPAIGN*, March 7, 2008**

JWT London has been hired by Coty to launch its Playboy fragrance range following a three-way pitch against Air and Out of the Box.

**JWT Wins Commonwealth Games Campaign, *BUSINESS LINE (THE HINDU)*, March 5, 2008**

JWT India has won the bid for Commonwealth Games' advertising campaign after a three-month long multi-agency bidding process. "JWT's theme—'Come out and play'—which was used during the pitching process was well received by the committee and will be used throughout the campaign," JWT India senior vice president and managing partner, Mr. Rohit Ohri, said.

"We are delighted to be the communication partners for these historic games. In the next few years, we will work with the Commonwealth Games Committee to build a sporting culture in the country and create interest around Olympic sport," he said in a release. "The Commonwealth Games will give the world a chance to see first-hand India's meteoric rise and JWT is proud to be a key partner in this major event," added Mr. Michael Maedel, president, JWT.

**Vaseline, Dove and Kellogg Named Global Effie Winner, *MEDIAPOST*, By Nina M. Lentini, March 3, 2008**

"Unilever and Kellogg's, top winners in past Effie competitions, know what it takes to create effective global campaigns with strong underlying insight and universal appeal," said Mary Lee Keane, executive director of the Effie Awards, in the announcement. "This year, the Global Effie is receiving special recognition by being awarded at the World Effie Festival, in front of a truly global audience."

JWT's Kellogg's Special K challenge rallied hundreds of thousands of women across 15 nations of the world to eat two bowls of Special K a day for two weeks to squeeze back into their favorite denims. Results include the brand's relevance growing beyond the breakfast and summer mindset, with global net sales doubling over the past four years. Contributing agencies to the Bronze Global Effie-winning campaign included Cheetham Bell JWT (U.K.), Mindshare and K Agency (France).

**Let There Be 'Wow': Boards Takes a Peek at the VFX and Animation Wizardry behind Five Stellar Projects Kit Kat Kartoons, *BOARDS*, By Kevin Ritchie, March 1, 2008**

JWT and Wanda depict "The Ultimate Break."

Kit Kat has unveiled a character-driven 3D mini-epic geared toward adults, or more specifically, anyone who's ever worked a stultifyingly dull office job.

"Animation and artists can do something big and grand that is also, in fact, extremely human," says JWT France president Freddie Winckler. "By using animation, we were able to bring out a lot more humanity in the characters than we would've been able to do with a real person, which might sound bizarre."

The 2:50 film, which follows a frustrated office worker named Remy who blasts off into space, is part of Kit Kat's two-pronged "Ultimate Break" campaign for the French market. The first phase gives viewers the

chance to upload scripts and story ideas, which will then be produced by animators from Paris-based prodco Wanda Productions. For the second phase, the participants will win the chance to go on a suborbital space flight in 2009.

**Interview: A Newbie in Godzone, ADMEDIA, March 1, 2008**

JWT NZ's new MD Simon Fitch comes to us fresh from Australia (by way of JWT Sydney, Campaign Palace and Saatchi & Saatchi Sydney). Fitch plans to do a great deal more than just hold the fort. He's a man on a mission to grow and reinvigorate an agency that's seen better days.

Welcome.

Thank you. Auckland has been wonderful. The staff could not have been more open and enthusiastic. I've had open discussions with every one of our clients, who've also been very welcoming.

What lies ahead for JWT Auckland in '08?

Over the past 18 months, John Gutteridge [Fitch's predecessor, now at JWT Melbourne] and the team here have done a lot of work to get the agency into the shape it now enjoys.

We are a thriving, enthusiastic, bloody good little agency. We have clients our competitors would kill to have. We are actually in a very good position to make waves in this market. As Angus Hennah, our creative director, said to me last month, "The rocket's been built—time to launch it!"

That's what I see as my task. To get this already bright group of people to really believe in themselves, challenge themselves and our clients, and have an ambition to create pieces of magic—magical ideas that get noticed.

We also have plans for growth. We already have an emerging digital business—and we're determined that will be part of our growth.

We'll be chasing offshore clients that JWT doesn't have in NZ, but our main focus will be local business.



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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.*