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**JWT IN
THE NEWS**

August 2007

The Work: New Campaigns—U.K., *CAMPAIGN*, August 31, 2007

Following on from its recent blockbuster TV ad for Smirnoff, JWT has created a set of posters continuing the purity theme.

This time, the agency has employed the talents of the U.S. photographer Martin Waugh, a physicist by trade, who has built apparatus and written software designed to explore the surface tension and viscosity of drops of liquid impacting on pools of water.

Through a mixture of trial and error and deft re-touching, the splashes form a number of recognisable drinks glasses. All the executions carry the strapline: "Extraordinary purity in every drop."

"I Can Champion the Next Big Idea" I Want Your Job ... Trendspotter, *THE INDEPENDENT*, By Alex McRae, August 30, 2007

Education

Marian Salzman, 47, is one of the world's top trendspotters, credited with picking up on the metrosexual and singleton trends. She's executive vice-president of JWT Worldwide, the fourth largest advertising agency in the world.

What do you actually do?

My job requires me to identify a social trend, put a commercial spin on it, and help brands use it. It's about recognising cultural patterns. So in 2003, all the hoopla over metrosexuals started as a trend for men wanting to find their softer side, then brands used it to sell them light beer. There's a trend towards wanting to be seen as environmentally aware, so I might say that the palette for next year's fashion will be blue, because it represents clean air ...

Oddly Enough, SABC1 Seems to Have Two Titles for This Series, *THE STAR*, By Jennifer De Klerk, August 28, 2007

Oddly enough, SABC1 seems to have two titles for this series where, in the name of entrepreneurship and the running of a small business in SA, 12 companies have been pitted against each other. Sometimes it's called Kick Start, complicated.

In tonight's episode the companies must conceptualise a 30-second advert for their own company. They must come up with a whole pitch and story board and propose their idea to leading advertising agents, JWT.

Two companies get to shoot and edit their advert, and the prize?

The advert will be flighted on SABC.

Sunsilk Shocks with "Hairapy," *ADWEEK.COM*, By Eleftheria Parpis, August 27, 2007

The irreverent approach of this "Hairapy" Sunsilk campaign from JWT, New York, is such a welcome diversion from the usual oh-so-serious category clutter, it's hard not to take notice of nearly each execution. Yes, women take their hair very seriously, but that doesn't mean they want to admit it. While the funniest ads feature over-the-top hair battles between the blondes and brunettes, this particular spot, "Torture," casts a brunette as a masochist who loves to abuse her hair. Set in her loft-style apartment, she approaches a woman tied to a chair with a hairdryer. With giddy delight, she blasts her with the heat, then with a straightening iron, all to the seeming indifference to her torture subject, who is revealed to actually be ... herself.

Diageo Integrated Campaign for Smirnoff Highlights Purity, *NEW MEDIA AGE*, August 23, 2007

Diageo has launched a major integrated marketing campaign to promote its Smirnoff vodka brand.

"Sea" rolls out this month with a viral and online experience at smirnoff.com, plus TV and cinema ads.

The campaign depicts the ocean ridding itself of debris, to illustrate Smirnoff's purification process.

The online component expands this theme with an interactive film and game, "The Smirnoff Purifier," created by AKQA. It built a hydraulic cannon and filmed it firing objects into the sea. Site visitors can watch the film of this process and play the game, in which they fire the objects out of the sea back onto the shore.

Anita Robinson, brand director at Diageo, said, "With 'Sea' we've found an innovative way to highlight the extraordinary lengths Smirnoff goes to to achieve its purity."

The campaign was created by JWT London, with digital by AKQA and media by Carat.

Diary: On the QT, *CAMPAIGN*, August 23, 2007

It seems that some people just don't care about charitable acts these days. Last week, JWT hosted a gig on its roof terrace, which included performances from upcoming outfits The Rumble Strips and Dragonette, in order to raise money for Marie Curie Cancer Care.

However, this good deed was wasted on the people in the surrounding offices, who instantly called the police as soon as the music started, and tried to get the gig cancelled. After a bit of smooth talking, JWT managed to get the concert going again, proving that old adage, the show must go on ...

Macy's Plans \$100 Mln Ad Campaign, *REUTERS*, By Anupreeta Das & Karen Jacobs, August 22, 2007

Retailer Macy's Inc is preparing to launch a \$100 million fall advertising campaign with celebrities such as Martha Stewart and Donald Trump ... *The Wall Street Journal* reported on Wednesday.

The new television spots—one of which will be aired at the Emmy Awards show in September—are a departure for Macy's, which has traditionally relied on everyday-looking actors to sell its products, the *Journal* reported on its Web site, citing people familiar with the matter.

The new campaign was partly prompted by a new line of home products that Martha Stewart is launching this fall exclusively for the chain, the *Journal* said.

The ads will also feature celebrities such as R&B singer Usher, *Project Runway's* Tim Gunn and designer Tommy Hilfiger, the *Journal* said.

The ads were created by Macy's and WPP's JWT, which hired film director Barry Levinson to work on them, the *Journal* said.

Denmark: Advertising Business Boosted Earnings in 2006, *ESMERK DANISH NEWS*, August 22, 2007

The Danish advertising business posted a turnover of DKr 10bn (US\$ 1.86bn EUR 1.34bn) in 2006, which was the best year for the business in the past five years. This emerges from an analysis of the sector by Dansk Brancheanalyse that reviewed 119 advertising agencies, 10 media agencies and 27 PR agencies. The biggest advertising agencies boosted their turnover by 6% to DKr 4.3bn in 2006, whereas media agencies increased their combined turnover by 8.3% to DKr 5.3bn, and PR agencies saw their turnover rise by 5% to DKr 431mn.

Kunde & Co, that is the biggest advertising agency in Denmark, posted a net profit of DKr 19mn in 2006. Haalbye Kaag JWT ranks second (DKr 17.7mn) and AdPeople (DKr 17.3mn) third. The biggest media group in Denmark is Omnicom Media Group with a turnover of DKr 1,226.4mn and a net profit of DKr 11.0mn.

Forget the Calendar: The Beauty Is in 30 Days of Marketing, *THE NEW YORK TIMES*, By Stuart Elliott, August 20, 2007

The Hearst Magazines division of the Hearst Corporation is bringing back for a second year a multimedia campaign called 30 Days of Fashion. The initiative, which is timed for the start next month of the fall and

holiday shopping seasons, includes a Web site (30daysoffashion.com), blogs, Webisodes, events, video podcasts and sweepstakes in addition to advertising sections in eight Hearst magazines.

"Publishing houses have become much better in meeting our needs with integrated programs," said Dagmara Szulce, senior partner and core program director at Diamond Trading in New York, part of the JWT division of the WPP Group.

The fashion focus of the September effort was appealing, Ms. Szulce said, because among the products she will promote as part of the "A diamond is forever" campaign are right-hand rings for women, which Diamond Trading presents as "the ultimate fashion accessory."

Campaigns, *MINT (INDIA)*, August 20, 2007

Brand: Pepsi

Agency: JWT

The ad focuses on Pepsi's latest freebie: funny faces or face toons for your online avatar. Large ears for the gossip monger, horns for the wicked, smiling lips for the jovial—the film shows a boy.

Brand: Hero Honda Splendor NXG

Agency: JWT

The ad rides on a new word, "Splendorful." To describe the bike, a young man makes his friends fantasize about a girl in college—"beautiful" is the verdict. Going on a roller coaster ride with her, "wonderful." But a ride on the bike is more than that—it can only be described as "Splendorful."

China's New Taste for Diamonds, *WOMEN'S WEAR DAILY*, By Kathleen E. McLaughlin, August 20, 2007

The booming demand for stones has powered greater China, including Hong Kong and Taiwan, from practically zero diamond ownership a decade ago to being Asia's largest diamond consumer and the world's fifth-largest market—although it still accounts for a sliver of the global market.

"The Chinese middle class are great at absorbing international customs and making them their own," said Tom Doctoroff, Greater China head of JWT Co. and author of an oft-cited book on the country's new upwardly mobile, called *Billions: Selling to the New Chinese Consumer*.

"The middle class, although they are not becoming Westernized, do want to be seen as modern and international," he adds. "Diamonds are being purchased now to project a contemporary attitude."

The Skinny on Hollywood, *LOS ANGELES TIMES*, By Rachel Abramowitz, August 19, 2007

It's no newsflash that women are skinny in Hollywood—by far skinnier than the 66% of Americans who qualify as overweight or obese. But are they getting skinnier? Or do we just read a lot more about them as an endless stream of celebrity rags and fashion mags chronicle their corporal exploits, alternately castigating and holding them up for public ridicule when their bones stick out (Attention: Kate Bosworth! Mischa Barton! Nicole Richie!) and celebrating the personal resourcefulness they exploited to lose excess poundage.

Still, the media attention works both ways. Says trendspotter Marian Salzman of the JWT Worldwide advertising agency: "On one side, we like ticking off models on the runway for their BMI being too low. But we talk about it being negative with a smile. 'It's awful about Nicole Richie'—wink, wink."

Salzman also points to a new kind of scrutiny given to the weight of women who are well into their 40s, such as Demi Moore or Sharon Stone. "They don't look middle-aged, and one thing we praise them for is the physique, essentially their thinness," she says.

Where will it end?

“There’s that old line that you can never be too thin or too rich,” Salzman says. “That probably still prevails with some caveats. Dying over money or weight isn’t in vogue.”

Europe’s Largest Clothing Retailer Looks to Expand in China, AGENCE FRANCE-PRESSE, August 18, 2007

Spain’s Inditex, Europe’s largest clothing retailer by sales, is looking to expand in China, attracted by the rising spending power of consumers in the fast-growing Asian country.

The firm, whose chains include Zara and Bershka, will focus its growth in Beijing, Hong Kong and the coastal city of Shanghai, Inditex chief executive officer Pablo Isla told an annual shareholders’ meeting last month.

The announcement of the firm’s Chinese expansion plans follows the opening in April of Swedish clothing retailer H & M’s first store on the mainland and it underscores the growing appeal of China to international fashion retailers.

The Spanish fashion house has not set a specific goal as to the number of new stores it intends to set up in China, where it currently has nine Zara outlets, a spokesman told AFP.

But later this month Inditex will open its first Massimo Dutti store, which stocks smart casual items, in China in Macau, a former Portuguese enclave, with another outlet set to open in Hong Kong next year, he said.

“I think that China is the next frontier,” said Marian Salzman, chief marketing officer with U.S.-based advertising agency JWT which has studied the Chinese market.

The Work: Private View, CAMPAIGN, August 17, 2007

SMIRNOFF Project: Sea Clients: Anita Robinson, brand director; Julie Bramham, Smirnoff senior brand manager, Diageo GB Brief: Re-establish the purity of Smirnoff.

Agency: JWT London Writer: Adam Griffin Art director: Rob Spicer Director: Daniel Kleinman Production company: Rattling Stick Exposure: Online, cinema, national TV.

Technology Helps Reinvent Cell Phone Ads, THE ASSOCIATED PRESS, By Derrick Ho, August 17, 2007

Mobile phones are a potential gold mine for advertisers, the most personal and intimate way to communicate and engage with subscribers—more than 2 billion of them and counting worldwide.

Yet the advertisers’ two-liner text pitches have largely fueled a growing hate club, with recipients quickly equating the messages with spam they abhor on desktops.

Now, thanks to improved technologies, advertisers believe they have struck upon the formula for getting their messages across without irking consumers. The development is important given the mobile handset’s promise to be a “third screen”—after the television and the desktop computer.

“We should all by now (know) that doing boring TV ads aren’t much appreciated,” Craig Davis, worldwide chief creative officer of New York-based advertising agency JWT, said during a recent visit to Singapore. “Doing annoying things is no way to seduce people that your brand is for them.”

The Week: JWT Chairman Celebrates Pounds 74M Global Nokia Victory, CAMPAIGN, August 17, 2007

Bob Jeffrey, the JWT worldwide chairman, has hailed the network’s capture of Nokia’s pounds 74 million global account as “a transforming moment for us.”

JWT London will take the lead on the business, which will span more than 80 markets across the world. Debbie Huret, the former client services director on the Diamond Trading Company account, who led the pitch team, will run the business along with Craig Davis, JWT's chief creative officer, and Guy Murphy, the global planning director.

The win is the result of an eight-month pitch process, also involving DDB and Bates Asia/Grey.

It marks a transformation in the fortunes of JWT after a torrid 2006, in which it lost the Reckitt Benckiser account and Vodafone's U.K. business.

"It is such a big win for us both from a business and a psychological perspective," Jeffrey said.

Campaign Brief Blog, *CAMPAIGN*, By Michael Lynch, August 17, 2007

In Sydney, Noel Magnus, who has just left the MD post at Draft FCB Sydney, has been appointed Sydney CEO, while current deputy CDs Andy DiLallo and Jay Benjamin have been appointed as joint executive creative directors, partly replacing national ECD Andy McKeon, who is leaving to form his own shop, Bulldozer.

Current Sydney managing director Simon Fitch will now oversee New Zealand, replacing John Gutteridge, who will come across to take up the new role of Managing Director of JWT Melbourne, while Richard Muntz departs George Patterson Y&R, Melbourne to take the executive creative director gig of JWT Melbourne.

Says Australia and New Zealand regional CEO Amy Smith: "Over the last 15 months we have put the building blocks in place we need to engineer the next generation agency model. We have overhauled our creative and strategic product, attracted some great talent, invested in digital, brand experience specialists and design, and are inviting the best young talent from both here and overseas to join a newly invigorated JWT."

Agency Finds Social Responsibility Niche—Ethos Helps Companies Gain Marketing Benefit from Do-Good Efforts, *THE WALL STREET JOURNAL*, By Stephanie Kang, August 17, 2007

When WPP Group's JWT opened an offshoot agency called Ethos JWT four years ago, it mainly picked up ad assignments from nonprofit groups. Ethos quickly found, though, that there was a much richer market helping companies develop social-responsibility campaigns.

Today, Ethos works with companies including HSBC Holdings, Merck Frosst Canada, a division of Merck & Co, and Canadian restaurant chain Tim Hortons. While Ethos is a small boutique firm within JWT, it is rapidly growing, with first-half revenue up about 40% from a year earlier. That makes it one of the fastest-growing parts of the company, according to JWT. All clients pay for Ethos services—it does no pro-bono work.

JWT N.Y. Hires Production Chief, *ADWEEK.COM*, By Andrew McMains, August 16, 2007

JWT here has tapped Cliff Freeman & Partners' Clair Grupp to assume the new role of director of integrated production. Grupp's initial charge is to combine the WPP Group shop's broadcast and digital production departments into a single unit, said chief operating officer John Garland, to whom she reports.

"This is a big moving task that she's taking on," said Garland, who cited Grupp's experience, creative appreciation, organizational skills and enthusiasm as reasons for hiring her.

JWT New York chief creative officer Ty Montague characterized the addition of Grupp as "another leap forward for us in creating a truly future-facing organization."

Mobile Packs Big Ad Punch, *DNA—DAILY NEWS & ANALYSIS*, By Tanvi Shukla, August 16, 2007

One-fifths of the world's cellphone users are currently in India. And the country will keep adding a fresh one-fifth every year.

For advertisers, this is a massive platform being created. While the potential can leave them goggle-eyed, they aren't yet.

The mobile advertisement industry in India is expected rack up just Rs 50 crore next year, according to estimates. Currently, revenues are minuscule. The Shosteck Group, a telecommunications consultancy in Maryland, U.S., says the global market for mobile advertising could grow to \$10 billion by 2010.

Josy Paul, national creative director, JWT, says mobile is the "third screen" where the real action will be.

"This gives you the power of watching an ad on your palm. So the ad has to be more interactive, leaning forward and entertaining rather than passive as in television."

Go Back to the Core Idea for the Ad, *MINT*, August 15, 2007

Josy Paul, national creative director, JWT India, picks an ad he doesn't like and explains how he would have done it.

The latest campaign for Yamaha Alba, the motorcycle from Yamaha Motor India Pvt Ltd, features a model asking a guy on the Yamaha for a lift—but he rides past. So, in a fit of rebellion, the woman walks into a tattoo parlour and gets a tattoo of the bike on her back and says, "I've got one too!"

I would have changed the advertisement completely.

Yamaha is a fantastic brand, which has been represented in the past by some good advertising. I might have revisited those themes again. They need to go back to the core idea; in this case, I assume, the idea is about a man being so engrossed in his bike that he doesn't notice the woman, who resorts to extreme measures to get his attention—that is where the creative task is.

One suggestion is that she chases after him shouting "Thief, stop, thief!" which gets the crowd chasing him and eventually, she forgives him. However I have a better idea: The entire team responsible for this advertisement should make an appearance on television, right after the ad is screened, and apologise to viewers. That would make for a wonderful public service advertisement.

Kellogg Presses Home Message about Breakfast, *MARKETING*, By Gemma Charles, August 15, 2007

Kellogg is renewing its drive to encourage consumers to eat breakfast with a second tranche of TV advertising.

Breaking on 20 August, the campaign will highlight the scientific and nutritional benefits of cereal. The ads, created by JWT, form part of a drive promoting the importance of breakfast called "Wake up to breakfast," which launched in July. The second spell coincides with Kellogg's National Breakfast Week, which starts on 27 August.

Sixty and Undone, *THE ECONOMIC TIMES*, August 15, 2007

There's only one thing that Indians hold in higher esteem than Bollywood, cricket and religion—patriotism. Such is the power of the nationalistic appeal that it has been used to great effect by all and sundry—from politicians to filmmakers to advertisers—for noble as well as ignoble purposes. Advertisers, in particular, have leveraged the sentiment aggressively to create equity for their brands. "Every country is proud of its nationalism. In India this is more so because of what we are taught about the freedom fighters and their sacrifices."

According to Josy Paul, national creative director, JWT, more aspects of freedom are being experimented with, especially when it comes to youth and women: "the traditional stereotypes are being broken down," he says.

Many of the thematic ads that clutter the media round Independence or Republic Day are particularly guilty, according to JWT's national creative director, Agnello Dias: "The one-off ads with copywriters using puns on freedom do not result in consumers actually buying the product." Purely patriotism is less likely to work than ads leavened with a healthy dose of practicality.

Ad Biz Leaves No Tray Unturned, *THE CHICAGO SUN-TIMES*, By Lewis Lazare, August 14, 2007

It's become a much-debated topic: the intrusion of advertising into seemingly every nook and cranny where advertisers could cut a deal to place it. With money to be made from displaying advertising, places that never before seemed a likely locale for advertising now have it—like it or not.

This month and next, when passengers on USAir planes lower their tables, they will find one of three ads from JWT/Detroit for the Ford Taurus. There are three executions for a reason—planes with three seats on either side of the center aisle will have a different execution on each of the three tray tables.

JWT, at least, has tried to make passengers smile or help them pass the time in each of the new ads. We especially liked one that amusingly uses an image of the familiar airline plastic cup to tie in with a message about the Taurus' safety features. Another execution gives passengers the chance to take a quiz.

Kid Has Bright Idea—Turns on Poor NYers to Eco-Friendly Bulbs, *NEW YORK POST*, By Rita Delfiner, August 13, 2007

When Avery Hairston heard Al Gore talk about global warming, he saw the light—and now the 15-year-old East Sider aims to turn New Yorkers on to energy-saving light bulbs.

Last spring, the Collegiate School freshman founded RelightNY, an environmental group, with a team of "equally dedicated" classmates who raise money to buy compact fluorescent bulbs, then donate them to low-income families.

"It's such a simple step," said Avery, who hopes to spread the word that the squiggly CFL bulbs cost more to buy than traditional ones "but, long term, save you money because they use less energy."

The son of retired TV producer Charles Hairston and businesswoman Sara Levinson won the support of his mom's longtime friend Bob Jeffrey, chairman and CEO of the ad-agency giant JWT. He nominated Avery for the Young Heart Liberty Medal.

JWT Wins Dollars 150m Global Nokia Account, *BRAND REPUBLIC*, By Darren Davidson, August 10, 2007

JWT has scooped Nokia's dollars 150m (pounds 74m) global advertising account following a protracted pitch which began in January.

The appointment of the WPP Group agency comes one month after Wieden & Kennedy was appointed as the global lead creative agency on Nokia's pounds 175m handset business.

Nokia split its network and handset business into two and shortlisted DDB, JWT and Bates Asia/Grey for the network distribution global account.

JWT will support the lead agencies in the implementation and localisation of global campaigns. The agency will also support local marketing campaigns in 95 markets worldwide.

The agency will begin handling the account during the Autumn, with the transition expected to be completed by January 2008.

Venture Shows Viable Option to Developing Solar Vehicle, *BUSINESSWORLD*, August 10, 2007

The Philippine Solar Car Challenge Society, Inc. (PSCCS)—the team behind SINAG, the Philippines' first entry to the World Solar Challenge in Australia this October—is a partnership of the public and private sectors that has taken the country a step closer to making sustainable solar power an everyday reality.

The venture groups Ford Group Philippines, San Miguel Corp., Motolite, Shell, Sunpower, Philippine Airlines, Ventus, and the students and faculty members of De La Salle University Manila.

The basic elements of a solar power system have been on the local market for a long time now. In fact, hundreds of remote communities across the country are using so-called off-grid solar power systems.

By combining their skills and resources, the members of the PSCCS, with the help of other sponsors—Aurora, Cabrera Lavadia and Associates, JWT, Creasia, Merritt Partners, Tuason Training School, Gochermann Solar Technology, and Stratworks—have shown that developing solar power as a renewable power source is a viable venture.

Western Firms Target Muslim Consumers, *NEW ZEALAND HERALD*, August 10, 2007

MARKETERS and self-proclaimed trendspotters in the Western world love slicing and segmenting consumers into an ever larger number of categories ... Yet to this day they tend to tiptoe around Muslims as a distinct market segment. Although they have settled into a fairly comfortable relationship with Jews and Christians whose cultures they feel they know and understand, the cultural divide with the Muslim world seems to be too daunting.

But a new study by JWT, an advertising agency, points out that the 6 million or so Muslims in America are, on average, richer and better educated than the general population. Two-thirds of Muslim households make more than U.S.\$50,000 (\$65,000) a year and a quarter earn over U.S.\$100,000; the national average is U.S.\$42,000. Two-thirds of American Muslims have a college degree, compared with less than half of the general population. Muslim families also tend to have more children. So the perception that marketing specifically to Muslims is not worthwhile would appear to be wrong.

Diary: Pick of the Week—JWT/Smirnoff, *CAMPAIGN*, August 10, 2007

Noel Bussey is impressed by the purity of JWT's latest work for Smirnoff:

"It's big on budget, big on effects and the classic big idea realised on a wonderfully big scale. It is also one of those ads that manages to make advertising look easy, despite the weeks and weeks of post-production. With such a rich heritage, you feel Smirnoff deserves some truly memorable work and this is just the trick." It was written and art directed by Rob Spicer and Adam Griffin, and directed by Daniel Kleinman at Rattling Stick.

WEEKENDER: Marketing ADS AND ENDS: JWT Radio commercial Wins Gold in Cannes, *BUSINESSWORLD*, By Nanette Franco-Diyco, August 10, 2007

It's the very first time that the Philippines bagged what every creative advertising agency in the world dreams of. It's the Oscar of the advertising industry—a Cannes Gold Lion. Take a deep bow, JWT Philippines! The entire Philippine ad industry is mighty proud of you: JWT executive creative director Dave Ferrer, creative director Brandie Tan and associate creative director and writer Tin Sanchez who teamed up for the stunning Lotus Spa radio commercials "Corporitual" and "Traffic Therapy."

Dave Ferrer, in his own words, said that they did not expect to win the gold. And so, while grand winners Dave, Brandie and Tin were here in Manila, it was JWT's regional creative director, Tay Guan Hin, and Philippine representative for Cannes Pepito Olarte who proudly received the shimmering Gold Lion from David.

Leah Sison Magallanes, JWT client and co-owner of Lotus Spa at the Podium, was also beaming with joy. Indeed, she had been informed about the unexpected creative glories won for the two radio commercials created by JWT for the spa. She said that she and her partners were so thrilled that they were increasing the radio budgets for the same FM stations.

Ford Hooks Integrated Push on Excitement Sell, *MEDIA*, By James Murphy, August 10, 2007

Changan Ford Mazda Automobile has put its foot to the floor with a new drive for Ford entitled the "China Excitement Challenge," a multi-faceted campaign leveraging new Nielsen Company research which shows that the majority of China consumers believe excitement is the key to a happy life.

Broadly aimed at positioning Ford as a solution for those seeking “everyday excitement,” the integrated push seeks to strengthen Ford’s “Make Every Day Exciting” brand platform, revolving around a 21-day behaviour-changing programme for 18 consumers, running in conjunction with a communications strategy which places a strong emphasis on CRM and online activation.

JWT Shanghai developed the ATL component of the campaign, with Wunderman handling CRM, MindShare on media planning and buying and Cohn & Wolfe overseeing public relations, events and the roadshow.

Nokia Taps JWT, *ADWEEK.COM*, By Andrew McMains, August 9, 2007

Nokia has hired WPP Group’s JWT for distribution and adaptation chores on its global ad account following a review. Revenue on JWT’s business is estimated at \$15 million. Globally, Nokia spends more than \$120 million annually in major measure media.

Worldwide CEO Bob Jeffrey, in an internal email to staffers, wrote that the hire “ensures that we will be the faster, flatter organization [that] we committed to becoming in 2005. I’m very excited and proud.”

Deborah Huret, a client service director on JWT’s global Diamond Trading Company account in London, will become global business director on Nokia, according to the JWT email. Two other London-based executives, worldwide chief creative officer Craig Davis and global planning director Guy Murphy, also will play leading roles on the business.

Nokia Names JWT as Lead Global Network, *ADAGE.COM*, By Alice Z. Cuneo, August 9, 2007

The world’s largest mobile-phone marketer, Nokia Corp., today named JWT its global-network marketing agency. JWT will support local efforts in more than 80 markets worldwide.

JWT will help Nokia increase the “effectiveness and efficiency of all marketing activities.”

Nokia in a statement said hiring the WPP Group agency is part of a “marketing renewal that focuses on streamlining marketing planning and increasing the effectiveness and efficiency of all marketing activities.” Maybe so, but the streamlining also involves a large cast of characters.

Nokia Choses JWT As Network Marketing Agency, *DOW JONES INTERNATIONAL NEWS*, August 9, 2007

Nokia Thursday announced that it has chosen JWT as its global network marketing agency.

The announcement is part of Nokia’s marketing renewal that focuses on streamlining marketing planning and increasing the effectiveness and efficiency of all marketing activities.

Indecent Proposals, *BUSINESS STANDARD*, By Aabhas Sharma, August 9, 2007

As part of our research for this article, we did a small survey, asking people whether they’d heard of Amul Macho. Nine out of ten responded, “Oh, the brand with that woman washing a man’s undies?”

Before the controversial advertisement came on air, and was banned by the Union information and broadcasting ministry, Amul Macho had never enjoyed this kind of brand recall. All the newsprint expended over whether the ad was indecent has helped the brand earn a place for itself in the customers’ minds, albeit using controversy. Which brings on the question—do controversial ads help a brand?

Josy Paul, national creative director, JWT, makes an interesting point: some ads are written to create controversy, while some ads have controversy thrust upon them. “Controversy creates disruption and focuses attention on the brand or issue. This kind of approach is often initiated by challenger brands who are looking at making an early breakthrough into consumer consciousness.”

Fizz Off, *THE ECONOMIC TIMES (INDIA)*, By Rajiv Banerjee, August 8, 2007

It's been an open secret that Coca-Cola never caught up with the brand it once sought to phase out, but this is the first time the company has officially acknowledged the fact. And that, in a sense, sums up what both Pepsi and Coke have gone through in India: 15 years of slugging it out with each other over brand positioning, predatory pricing, and finding the edgiest ways to connect with a huge market that's one of the least penetrated in the world.

On the communication front, Pepsi is still emerging from the shadow of a forgettable World Cup campaign. India's early exit put paid to its plans, squandering the investment made in the Blue Billion campaign.

Rohit Ohri, managing partner, JWT, the agency which handles Pepsi, says in categories like colas, high decibel communication is needed to capture attention.

"The Blue Billion campaign focused on Indian consumers and we used cricket. It was a dicey bet. If it had clicked, it would have worked like magic for brand Pepsi. Sadly it didn't," he admits. However, he believes Pepsi's association with cricket has been always disruptive and the brand will continue to look at innovative ways to tie in.

It's All in the Planning, *ADWEEK*, By William Charnock, August 6, 2007

As an industry we are not very good at monetizing the ideas we bring to the world or even celebrating their impact. Without great ideas, our business is just pretty pictures and/or questionable results. To this end, the American Association of Advertising Agencies inherited the Jay Chiat Planning Awards five years ago and, with the help of myself and co-chair Murray Hardie, director of planning at Fallon, re-vamped the evaluation criteria to be less about effectiveness and more about the quality of the thinking.

William Charnock, co-chair, Jay Chiat Planning Awards and co-head of strategic planning at JWT

Planning: JWT, New York, *ADWEEK*, August 6, 2007

AGENCY: JWT, New York

Client: Kimberly-Clark

Brand: Kleenex

Category: Product brand

Campaign Title: "Let It Out"

Planners: Ted Florea, Sigrid Jakob, Angela Morris

Planning on a new brand or with an agency's new client is much easier than planning for a brand that's over 80 years old, iconic and has been with an agency for many years. This paper tells a story about killing a popular campaign and changing strategy 180 degrees. Planning helped to reimagine a new reality and a new audience. The simple and powerful strategic flip in the "Let It Out" campaign turned Kleenex from a brand that promises control (of inconvenient emotions and emissions) to a brand that encourages and facilitates release, which results in making people feel better. The release of real, heartfelt human emotion became the campaign idea and was used to create dialogue and inspire action across multiple media channels.

"This was a big, brave strategic leap for a behemoth of a brand," says judge Julie Smith of TBWA\Chiat\Day in Playa del Rey, Calif.

Chinese Invest in Frontier, *DENVER POST*, By Kelly Yamanouchi, August 6, 2007

Investment by Chinese individuals in a U.S. company like Frontier is "probably the tip of the iceberg and the beginning of a very, very major trend," said Anthony Cragg, managing director and head of Asia Pacific and emerging markets at Wells Capital Management.

The influx of investment from Chinese companies and individuals has sparked wariness among some. Morici said he is concerned about “economic sovereignty,” as Chinese buy assets to make profits on existing enterprises rather than building new enterprises.

U.S. equities offer an alternative to using bank savings accounts or the volatile Chinese stock market.

“Now that the middle class has critical mass, a key problem is excess liquidity,” said Tom Doctoroff, CEO of Greater China for advertising firm JWT, who is based in Shanghai. “The capital markets here are very rudimentary. What you’ve got is a buildup of funds that need somewhere to go.

“These billionaires are also looking for a rational way to invest their funds.”

Open-door Policy, *B&T WEEKLY*, By Camille Alarcon, August 3, 2007

Craig Davis was an impetuous young creative when he first entered the industry. He certainly doesn’t come across that way these days, mind you.

Davis has already been credited with changing the creative philosophy of JWT, with a fresh focus and the implementation of new creative standards.

He says that when he first got involved in the global JWT role his ambition was to improve the quality of the creative output and that, in turn, is intrinsically linked to improving outcome and effectiveness for clients.

“We’ve worked really hard not to run a separate agenda, which the industry is a bit prone to do sometimes.

“We’ll do creative things here, and we’ll do effective things there that clients are happy with.

“We need to have deep faith in the fact that creativity is the engine of commercial success for brands.

“Not having faith in that seems to me to be a mistake for the industry.”

Close-Up: 24 Hours with ... Alison Burns, JWT London, *CAMPAIGN*, August 3, 2007

Name: Alison Burns *Job:* Chief executive, JWT London *Professional mission:* Do the right things

Personal mantra: Iron nothing

6:30 a.m. Wake up, aware of presence of the Polish builder. Cough up plaster dust and remind husband building work now two months past deadline.

7:00 a.m. Open fridge, determined to ingest no more than five blueberries.

7:01 a.m. Lick crumbs of chocolate croissant from lips and shake daughter awake. Pack her PE kit and stride purposefully toward bus stop.

8:00 a.m. Bang down door of agency caff. Where is everybody?

The Work: New Campaigns—U.K., *CAMPAIGN*, August 3, 2007

SMIRNOFF—SEA CREDITS Project: Sea Clients: Anita Robinson, brand director; Julie Bramham, Smirnoff senior brand manager, Diageo GB Brief: Re-establish the purity of Smirnoff

Creative agencies: JWT London, AKQA (digital)

JWT and AKQA have created an integrated campaign consisting of a 60-second special-effects-laden TV extravaganza and a live-action Web-based game.

Designed to re-establish the purity and distilling process of Smirnoff, the concept of the TV work is to show what the sea would look like if it was as pure as the drink.

Uncompromising Positions, *TIMEOUTNEWYORK.COM*, August 2, 2007

Need a job? We know a guy. Actually, we know the guy. Our guide to 10 growth industries in New York, including a chance to score an interview with a big cheese.*

The job: Advertising exec

The status: Today's ad industry bears little resemblance to the three-martini-lunch business portrayed on *Mad Men*. In fact, it bears little resemblance to what it was even five years ago. New media creates new specialties: Product placement in video games, social-networking sites, viral videos and mobile phones. "It's a revolution being driven by technology," says JWT CEO Bob Jeffrey. And according to the U.S. Bureau of Labor Statistics, ad employment in NYC is edging up. At last count, there were 46,149 jobs—up 3.3 percent from the year before.

WA Shearings Briefs Cheetham Bell to Target Young Market, *MARKETING WEEK*, August 2, 2007

WA Shearings, the holiday company that specialises in the mature market, has appointed CheethamBell JWT to its £2m advertising business after a competitive pitch against undisclosed agencies.

The appointment comes just two weeks after it appointed MediaVest Manchester to its £3m media planning and buying account, following a two-way knockout with MediaCom North. Brazen PR has been handed the public relations account.

Advertising, Media Agencies Jump on the Activation Bandwagon, *MINT*, By Anushree Chandran, August 2, 2007

In an effort to tap the growing market for non-traditional communication, advertising and media agencies are floating specialist outfits.

JWT India Ltd will soon launch its specialist new-media brand activation outfit NLX (short for New Life Xperience). Several JWT offices in the Asia Pacific region have NLX arms and the company plans to take the unit global.

JWT India already has an activation unit—RMG Connect.

"RMG Connect consists of CRM, e-CRM and other forms of relationship marketing. NLX would straddle other areas that are not covered under Connect. One of them would be digital. There are several other areas—some we will implement, and the others, we will strategically partner," says Colvyn Harris, CEO, JWT India. RMG's clients include Hindustan Petroleum Corp. Ltd, ITC Ltd's Wills Lifestyle, Hindustan Unilever Ltd, Microsoft Corp. India Pvt. Ltd and Wipro Ltd. Many of these are expected to show up on NLX's list as well.

Josey Paul, one of JWT's two national creative directors, will be the creative person in charge of RMG while the other, Agnello Dias, will look after NLX.

Marketing to Muslims Food, Fashion and Faith, *THE ECONOMIST*, August 2, 2007

Companies are starting to reach out to Muslim consumers in the West.

MARKETERS and self-proclaimed trendspotters in the Western world love slicing and segmenting consumers into an ever larger number of categories. They created the teenager, the yuppie, the baby boomer, the singleton and the metrosexual. For all of them they invented "needs."

That could, inevitably, be met by whatever product they happened to be promoting. Yet to this day they tend to tiptoe around Muslims as a distinct market segment. Although they have settled into a fairly comfortable relationship with Jews and Christians whose cultures they feel they know and understand, the cultural divide with the Muslim world seems to be too daunting.

But a new study by JWT, an advertising agency, points out that the 6m or so Muslims in America are, on average, richer and better educated than the general population.

Smirnoff's Epic Sea Voyage, ADWEEK.COM, By Eleftheria Parpis, August 1, 2007

An epic new Smirnoff spot from JWT, London, illustrates the vodka's extensive purification system with a dramatic sea adventure that is a visual treat. Directed by Daniel Kleinman, the special effects-laden spot, running online and on TV and in cinemas in the U.K., features all sorts of objects that have been buried on the ocean floor being inexplicably propelled out of the water and crashing onto dry land. The purge begins when a sailor throws an empty can overboard and gets hit in the head by it when he turns away. Coins, presumably sunken treasure, then come rushing to the surface, followed by anchors, fighter planes, ancient statues and ships, all violently crashing onto shore. Screen copy explains, "Extraordinary Purification," and that the triple-distilled vodka is filtered 10 times. The spot ends with an underwater shot of the vodka bottle and the tag, "Clearly Smirnoff." Clearly, "Sea" is another stunning spot from the famous director. And it makes the vodka's purification process, even if it's a fraction as intense as this ad makes it out to be, feel as extraordinary as its promise.



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ABOUT JWT: *JWT, which celebrates its 143rd 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.*