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**JWT IN
THE NEWS**

July 2007

Madhukar Kamath New Chief of Ad Association, *BUSINESS STANDARD*, July 30, 2007

Madhukar Kamath, managing director and CEO, Mudra Communications has been elected president of the Advertising Agencies Association of India (AAAI) for the year 2007-08. Colvyn Harris, CEO, JWT was unanimously elected as vice-president.

What's Eating Indian Advertising? *BUSINESS TODAY*, By Deepti Khanna Bose, July 29, 2007

The Indian advertising industry is doing pretty well for itself, growing at 20 percent in 2006, and expected to end calendar 2007 with another robust double-digit growth number. The good news pretty much ends there. If the Rs 15,000-crore industry is surging ahead, it's because the economy is galloping at a rapid pace—GDP of 9 percent is now par for the course—consumer prosperity is increasing, more and more companies (Indian and global) are making their presence felt with large advertising budgets, and there's been a spectacular growth in media vehicles, which, in turn, is leading to an increase in media penetration.

"In a booming economy like India, with new industries like telecom, retail and financial services opening up, there are a host of opportunities for young people today. We, thus, have to compete with not just other agencies for talent, but with a whole host of new industries," says Tarun Rai, Managing Partner, JWT.

Neither a Borrower nor a Bundler Be, *THE HOTLINE*, July 27, 2007

Coollest Survey Ever

New York Sun's Skenazy writes: In marketing terms, HRC and Obama are candidates without "a recognizable brand." In an attempt to get a handle on how Americans are perceiving the top six WH '08ers, JWT "director of trendspotting" Ann Mack "conducted an almost surreal survey," asking 681 people: "Which characters would the candidates be if they were on *Gilligan's Island*? "Overwhelmingly," Obama "was seen as the Professor." HRC came back as Mrs. Thurston Howell III. Giuliani and, "to a lesser extent," McCain came back as the Skipper, Romney "was trending toward" Thurston Howell and, "I'm sorry to report," Edwards was Gilligan.

Respondents were also asked which cars and restaurants the candidates were like, but "the only really definitive answers" came back on HRC. She "was seen as a Lexus or Jaguar" and, if she were a restaurant, "she'd be a Morton's Steak House or, to a lesser extent, an Olive Garden." This makes HRC "a millionaire ditz with great handling and a generous salad bar."

Huiyuan Taps JWT Beijing, *MEDIA*, By Benjamin Li, July 27, 2007

BEIJING—Leading China beverage brand Huiyuan has selected JWT Beijing to lead a renewed assault on its competitors on the mainland.

JWT, which snatched the business from under the noses of competing agencies Publicis and Saatchi & Saatchi—both tipped to share the business—signed the contract last week, although both the agency and the client, while confirming the deal was done, declined to comment further. DraftFCB was also selected during the process to handle one of Huiyuan's sub-brands, Guo Xian Mei.

Sources involved in the pitch indicated a key priority for JWT would be to overhaul the 10-year-old brand's image with an extensive facelift while developing the overall communications strategy for its flagship pure juice brand, 100%, which currently garners around 50 percent marketshare compared with second placed Taiwanese-based brand Wei Chuan from Ting Hsin International Group at 13 percent.

Kimberly-Clark Launches Absorbent Sleepwear with £2m JWT Campaign, *MARKETING WEEK*, July 26, 2007

Kimberly-Clark is launching absorbent sleepwear for children designed to look like boxer shorts, as it seeks to reduce the stigma attached to bed-wetting.

The launch will be supported by a £2m advertising campaign in August. The sleepwear, with an absorbent inner layer is aimed at four- to eight-year-olds who bed-wet.

The campaign, created by JWT, is entitled “Lighten the Night” and includes TV, online and print advertising with media bought by MindShare. Ads will run from August and continue into September to coincide with the back-to-school period.

Broking Houses Plan Image Makeover, *THE ECONOMIC TIMES*, By Pravin Palande, July 25, 2007

Anil Kaul spends a lot of time in understanding his customers. Many a time he finds data that is surprising and sometimes even hard to believe. Mr Kaul, CEO, ICICIDirect, feels that his more than a million customers are associated with his firm because of the image that his brand name portrays. ICICI Direct holds over 60% share of the online retail broking market.

“As we moved from a service provider to a solutions provider, branding became very important. We first became a value-added brokerage firm and now we help customers in taking decisions. This is what we want to communicate to our customers and thus branding becomes very important,” he says. The firm has hired Ramnik Chhabra from JWT, an advertising agency, only to look after branding and marketing.

Advertising Agencies Give Green Spin to Big Businesses, *THE TIMES*, By Tony Dawe, July 24, 2007

THE power of advertising is being used increasingly by organisations worldwide to promote their socially responsible credentials, from energy-saving and pollution-reducing products to encouraging diversity in local government.

With the world’s servers and their cooling equipment becoming a major consumer of energy, JWT produced an industry campaign in America to highlight Samsung’s low-heat dynamic access random memory (Dram) chips. “Our Dram doesn’t just save data—it saves energy,” says the advertisement.

Custom Shopping, *THE CAPITAL TIMES & WISCONSIN STATE JOURNAL*, By Chris Martell, July 22, 2007

Among the complications of being a strict Muslim in the United States is finding food that complies with the religion’s dietary laws.

But that might change soon, according to a recent “Marketing to Muslim” study by JWT, a prominent New York trendspotting agency.

The study found that 44 percent of Muslims surveyed said that most products don’t meet their needs. And while they don’t want to be subjected to racial profiling, they do want the attention of marketers. The study predicts that halal food, which is lawful according to the Quran, will eventually become part of mainstream American food, like kosher food did so successfully. The Muslim population worldwide is 1.5 billion, with up to 10 million in the United States. The number of Muslims in Wisconsin, according to the 2000 census, was just under 10,000. However, it’s believed that since a large number of Muslim refugees from Somalia arrived in Minneapolis and St. Paul in the past decade, the Muslim population in Wisconsin near the Twin Cities has grown considerably.

China’s Lenovo to Base Its Global Ad Hub in India, *THE WALL STREET JOURNAL*, By Jane Spencer, July 18, 2007

Chinese computer maker Lenovo Group Ltd. plans to centralize its global advertising operations in Bangalore, part of a move by multinational companies to tap the creative firepower of India’s low-cost work force.

Other big companies besides Lenovo are relying more on India-based agencies for creative input.

WPP’s JWT India handles global accounts for Unilever PLC and has created television ads for detergent that air in Latin America and many parts of Asia.

A Second Helping of the Ad Pie, *FINANCIAL EXPRESS*, July 17, 2007

Second agencies—or, offshoots of ad agencies—are making a big-bang comeback. O&M India has just strengthened the operations of its second agency, Meridian Communications, with Rensil D’Silva as executive creative director and Kumar Subramanyam as president. Says Piyush Pandey, vice-chairman, O&M Asia Pacific: “Meridian will be a second O&M in every aspect.”

JWT has relaunched its second agency, Fortune, as a full-fledged agency. According to Tarun Rai, managing partner of JWT India, “Prior to the move, it was essentially a financial advertising agency.”

The Gender Divide, *CAMPAIGN*, July 13, 2007

Free of the straitjacket of political correctness, and with the battle of the sexes seemingly over, men and women are more relaxed than ever about their gender identities. Pippa Considine argues that the smartest marketers aren’t afraid to treat men like men and women like women.

In the U.S., where targeting women is an established marketing science, the Diamond Trading Company, through JWT, launched a campaign to promote the “right-hand ring”: a diamond ring for a woman to wear as “a symbol of her own sense of self, style, and spirit.” Guy Murphy, JWT’s global planning director, describes the “right hand” campaign as “an assertion of women’s independence.”

Murphy argues that in the U.K., men and women are increasingly interested in characteristics of independence and integrity, which some advertisers are brave enough to reflect. He cites Nike’s “man boobs” ad, where a cynical jogger is running to get rid of his flab. “It’s Dove for men,” he says.

Murphy’s colleague, Marian Salzman, the executive vice-president, chief marketing officer at JWT Worldwide, and the co-author of the book *The Future of Men*, has been credited with helping to generate media buzz around the alleged rise of the “metrosexual.”

So, is there a female equivalent of the ubersexual? “She is unapologetically feminine—the true lover of matters and all things girly, and strong,” Salzman says. “She knows her heart, her mind and her sexy parts, and how to manage all of them. Think Angelina Jolie. Think Sharon Stone on a good evening.”

Hotline: Craig Davis to be First Guest Editor of The Gunn Report, *CAMPAIGN*, July 13, 2007

Craig Davis, the chief creative officer at JWT Worldwide, is to be the first guest editor of *The Gunn Report*, the annual agency awards barometer.

JWT London Joins Forces with Sister Shop Digit, *CAMPAIGN*, July 13, 2007

JWT London is to merge with its fellow WPP-owned agency Digit in a bid to strengthen its digital credentials.

Digit, an online agency 51 percent owned by WPP, will become part of JWT’s profit and loss following the merger.

Andy Chambers, the Digit founding partner and managing director, will join the JWT management team as chief digital officer. The Digit joint creative directors, Mike Bennett and Daljit Singh, will also relocate to JWT’s offices as part of a core team based at the agency.

The merger comes as JWT prepares for the arrival of Russell Ramsey as its executive creative director. Ramsey joins the agency from Bartle Bogle Hegarty, where he was the chief creative officer.

José Luis Betancourt is JWT México’s New President, *DF MAGAZINE*, July 13, 2007

José Luis Betancourt, who has a 25-year track record in the advertising industry, is now the new president of JWT Mexico. This fact positions him as the first Mexican to ever preside this important communications firm.

José Luis stated that JWT Mexico is already a top agency and that his objective is to inspire everyone on the team at the agency to innovate, grow even more with their clients and consolidate the agency's position: "I will focus my efforts primarily on motivating our talent to discover better means of communication to ensure our client's brands sell, grow and maintain their position as the leaders in their categories, through what we know how to do best: creating strategic creativity that wins people's time."

JWT Appoints Director for Kellogg's Business, *B&T ONLINE*, By Camille Alarcon, July 13, 2007

JWT has appointed Paul Spriggs as director-in-charge of its Kellogg's business, estimated to be worth up to \$50m.

The appointment comes in the wake of upper management changes within Kellogg's this year, with a new MD David Denholm at the helm and new marketing director, Fraser Taylor.

Spriggs, who replaced Kenny Hill, most recently worked for his own brand consultancy, Coral Sydney, which he has since closed.

"It's an interesting opportunity to come back into a big blue chip multinational company and work with big brands and big budgets and have quite a significant influence when you've got clients that are doing the amount of activity Kellogg's is doing," Spriggs said.

J&J Concludes \$3 Bil. Media Review, *ADWEEK.COM*, By Steve McClellan and Andrew McMains, July 12, 2007

Johnson & Johnson, in a switch from past practice, has broken out communications planning as a separate media assignment and awarded North American duties on the task to three shops: independent Naked, WPP Group's JWT and Interpublic Group's Sandbox, the client has confirmed.

JWT previously handled creative duties on Pfizer's consumer healthcare business, which J&J acquired last year. In recent weeks, JWT has picked up additional creative duties for brands including Band-Aid, Reach and Cortaid that were taken away from IPG's McCann Erickson and Alchemy. (McCann handled the first two brands, Alchemy worked on Cortaid.)

PMEB Not Useful as a Measure, Say Ad Firms, *STRAITS TIMES*, July 10, 2007

Been a white-collar worker all your life? Or just graduated and stepped into the workforce?

Whether you are single, married, young or getting on in years, the chances are, you are what marketing types call a PMEB. This stands for Professionals, Managers, Executives and Businessmen (and women, of course).

"To ensure accuracy, agencies try to define their age group, interest, earning income and lifestyle," said Mr Tay Guan Hin, regional executive creative director of media agency JWT.

He said his company recognises that "understanding the needs and likes of the people belonging to this group will be important to differentiate what kinds of PMEBS clients would like to capture."

Int'l Commercial Film Festival to Be Held Sept. 5, *THE CHINA POST*, July 6, 2007

Some 400 professionals in the fields of advertising, public relations, marketing, media and academia are expected to attend the festival.

Organizers have invited award-winning advertising creative workers, including Akira Kagami from Dentsu, Tan Kien Eng from Leo Burnett and Arc, Calvin Soh from Publicis, Chukiat Jaroensuk from EURO RSCG Flagship, Andy Greenaway from Saatchi & Saatchi, Sheung Yan from JWT, Nils Andersson from O&M and Danny Searle from BBDO.

Yan joined JWT Shanghai in 1996 and since then JWT has won the Grand Prix in the inaugural China 4As Golden Seal Award in 2006.

Close-Up: Newsmaker—Ramsey Cuts the BBH Apron Strings to Join JWT, *CAMPAIGN*, July 6, 2007

Russell Ramsey has been quite the tug-of-love creative over the past few years. Closely linked with the senior role at WCRS and, latterly, Euro RSCG London, there were some who said the Bartle Bogle Hegarty chief creative officer would never leave; like so many of his colleagues, the agency was in his blood.

Ramsey will be seeking hands-on account involvement at JWT—at BBH he has run the flagship Levi's and Audi tasks. "I'm hands-on," he says. "I'll probably want to take on some accounts on my own; the overall creative director should have his own bits of business."

J&J Confirms Brand Shuffle, *ADWEEK.COM*, By Andrew McMains, July 3, 2007

Johnson & Johnson today confirmed the new agencies for six brands that are leaving Interpublic Group shops McCann Erickson and Alchemy.

Three other J&J roster shops are dividing the business, as expected. Omnicom Group's BBDO here picks up Splenda from Alchemy and Monistat and Stayfree from McCann, while WPP Group's JWT here gets Band-Aid and Reach from McCann, a J&J representative confirmed. The sixth brand, K-Y, leaves McCann for Mother here, the rep said.

Singapore Tourism Board Appoints Two New Board Members, *CHANNEL NEWSASIA*, July 2, 2007

Two new members have been appointed to the Singapore Tourism Board.

They are Mr. Aubeck Kam, Deputy Secretary of the Ministry of Manpower and Mr. Patrick Pitcher, CEO of JWT Asia Pacific South.



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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.*