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**JWT IN
THE NEWS**

June 2008

The Right Mix, ADWEEK.COM, By Noreen O’Leary, June 30, 2008

At any good agency, in five years there will be little distinction between digital creative executives and their traditional counterparts. At some agencies that is already changing, but not quickly enough to keep pace with technology and consumer behavior.

At JWT, Ty Montague inherited the siloed operations typical of global networks when he joined the agency in late 2004 from Wieden. As the New York agency’s co-president and CCO, Montague has made integration a top priority. “It used to be a caste system where traditional creatives came up with the ‘big idea’ and then turned it over to digital,” he says. “We’re creating a system where the traditional creatives cannot overrule the digital people. Justin Crawford has as big a stick as any of the other ECDs and they just have to fight it out. Digital people and traditional creatives are truly peers. I’m the tie breaker.”

Crawford, who joined JWT two years ago from interactive shop RDA International, testifies to the change. “We’re not feeling the resistance issue. At first we did, but we’ve come a long way from that. It’s been a huge learning process,” he says.

JetBlue’s 2006 “Story Booth” underscores that progress. The multi-platform campaign, which invited consumers to share their stories, combined Web ads and user-generated content with TV and radio spots.

The Week: People News - JWT Hires Saatchis’ Clifton, CAMPAIGN, June 27, 2008

JWT London has appointed Toby Clifton to the newly created role of integrated broadcast director.

Clifton joins the agency from Saatchi & Saatchi, where he was a senior TV producer for four years, working on campaigns for Carlsberg, Guinness and the NSPCC. Before Saatchis, Clifton worked with Russell Ramsey, JWT’s executive creative director, at Bartle Bogle Hegarty. Clifton’s brief is to produce creative content across different channels for all of JWT’s clients.

Cheethambell Nets Pounds 2m Chicago Town, CAMPAIGN, June 27, 2008

The agency picked up the account following a three-way pitch against the regional agencies Driven and Love.

Jan McKee, the marketing director at Chicago Town’s parent Schwans, said, “This is an incredibly exciting time for us—we have ambitious plans to move the brand forward.”

Jane Clancy, the managing director at Cheethambell JWT, said, “Chicago Town is a fantastic brand, bursting with ambition and personality.”

HSBC Tries to Dance Its Way into Yuppie Wallets, MEDIA ASIA, By Kenny Lim, June 25, 2008

HSBC is attempting to sing and dance its way into the wallets of its executive customers with the launch of a musical-themed campaign to promote its Revolution service.

Revolution is a financial services programme tailored for young professionals and executives. The “world’s local bank” is focusing on a growing segment in the city-state’s population—young professionals between 25 and 34 who have a monthly disposable income of at least U.S. \$3,600 (U.S. \$2,600) and plenty of savings.

Developed by JWT Singapore, the through-the-line campaign comprises a musical-style TV spot centred on a young man going about his daily routine while stressing what he needs out of life through a song titled, “Let’s talk about me.”

“From the logo design to the microsite, this campaign is completely different from anything HSBC has done before,” said Ali Shabaz, ECD at JWT Singapore. “Marketing for financial services companies is often quite

conservative, but we really wanted to connect with the target market with this—people who care about their finances, but also care about other things going on in their lives,” he added.

SCHWAN’S Consumer Brands Have Handed a Prestigious ‘Pizza,’ *MANCHESTER EVENING NEWS*, June 24, 2008

SCHWAN’S Consumer Brands have handed a prestigious “pizza,” the Chicago Town action, to Cheetham Bell.

Cheetham Bell JWT managing director, Jane Clancy, said, “Chicago Town is a fantastic brand, bursting with ambition and personality.”

Madison Avenue Likes What It Sees in the Mirror, *THE NEW YORK TIMES*, By Stuart Elliott, June 23, 2008

A television series about an advertising agency in the 1960s may be generating almost as much buzz on Madison Avenue as the three-martini lunch once did.

The series, *Mad Men*, is inspiring commercials; designer fashions; window displays in department stores; merchandise like cigarette lighters, CDs and calendars; and a mock issue of the trade publication *Advertising Age*.

Another nod to history comes from JWT, part of the WPP Group, which is buying a 10-second commercial that appears on the first disc in the DVD set.

The spot uses letters from the logos of JWT clients to spell the words “Mad Men” and concludes, “Making brands famous since 1864”—when the agency was known, as it was in the *Mad Men* days, as J. Walter Thompson.

“It’s a great idea, given our heritage and longevity,” said Bob Jeffrey, chief executive at JWT in New York.

Although *Mad Men* often casts a jaundiced eye on the industry, “it’s not something I’m concerned about,” he added. “It would be different if it was of the moment, rather than exemplary of an era.”

(That concept may be tested next year, when the TNT cable network, part of Time Warner, plans to introduce a drama series, *Truth in Advertising*, set in a modern-day Chicago agency.)

Work: New Media, Old School, *THE GUARDIAN*, By Julie Ferry, June 21, 2008

Judging by the winners of this year’s CIPD Recruitment Marketing Awards ... the “old school” of advertising and creative agencies are more than holding their own in the race to recruit the best.

Paul Rizzello from JWT Inside created the winning Best Outdoor advert for Shell and agrees that attracting the best candidates is becoming more challenging. “To get the best people you need to provide a solid argument for them to give up what they’ve already got and move on to something else, which can be tough.”

So, next year we could see agencies pushing the creative boundaries even further in an attempt to attract top candidates. Just as long as they don’t suggest another version of a certain BBC programme.

Simmons’ DEF PSA to Air on Monday, *NATIONAL JEWELER NETWORK*, June 20, 2008

A new public service announcement (PSA) will begin airing nationwide on Monday in an effort to draw more attention to—and raise more money for—music mogul and jeweler Russell Simmons’ Diamond Empowerment Fund (DEF).

Titled “Diamond Empowerment for Africa’s Future,” the PSA uses stop-motion animation to tell a fictional tale of how one African boy benefited from diamonds.

Executive Creative Directors Walt Connelly and Kash Sree, of New York-based advertising firm JWT, developed the PSA as a pro bono project. Martin Burstrom, of Stockholm, Sweden-based Waytion creative collective, directed the spot.

New Record: JWT Costa Rica Receives One Gold Lion and Three Silver Lion Awards in Cannes, *DOSSIER*, June 18, 2008

JWT Costa Rica received one gold Lion and three silver Lions for its campaign titled, “Caso Nelka” in the Direct category at the latest Cannes Lions advertising festival. This represents a true milestone, since these four Lions are the first Lions the Central American region has ever received in the history of advertising.

“Cannes is without a doubt, the most prestigious advertising festival in the world. Creative and advertising talent feels honored by simply being able to submit their creations and participate in the contest. Thus, one gold and three silver Lions definitely represent a very sweet and much desired cherry to crown the cake, in addition to simply participating in the contest, as a finalist. Central America had never obtained this type of cherry topping in history and JWT has now achieved it and adds these awards to those it has obtained in the New York, FIAP, Clio, and Ojo de Iberoamérica festivals ... in addition to many other local and international awards. These landmark trophies put us on the creative cutting edge not only in the region, but in all of Latin America,” said Javier Navajas, president and director general for JWT Central America and Panama.

He added that the small countries with their limited resources compete one-on-one with the developed countries that have a great deal of technology, humongous investments, and gigantic international contracts: “Talent is talent, and we have plenty of talent in Central America. There are good, talented and creative agencies that are starting to prove their abilities. JWT’s one gold and three silver at Cannes must be the beginning of a huge number of achievements for all of the agencies in the region. This is where the challenge lies. If we add effort, desire, professionalism and sacrifice to this talent, we can do nothing more than SUCCEED, in capital letters.”

Christian Caldwell, director general creativo JWT CAP, “It has been an indescribable sensation to win these awards at such an important Festival and put Costa Rica’s name on high. The winning idea proves that you don’t need huge budgets to produce great concepts, and I trust that these awards will open the doors for the rest of the agencies in Central America.”

JWT Costa Rica obtained the following awards:

Direct – Gold Lion – Nelka Case (Travel and Leisure)

Direct – Silver Lion – Nelka Case (Integrating Campaign)

Direct – Silver Lion – Nelka Case (Traffic Building Strategy)

Media – Silver Lion – Nelka Case

ABOUT THE NELKA CASE

JWT Costa Rica recommended that its client Nelka go after a market other the competition’s traditional market in the spring season, in order to increase its car fleet rentals. Thus, it decided to go after the domestic tourist market, instead of the international tourist market. The agency created the Huecos (gaps) multimedia campaign that focused its creativity on stressing the problem of using your own car on Costa Rica’s rugged streets and highways. The first phase in this effort included the launch of an independent blog that addressed the sad state of the nation’s roadways. The blog had received 30,000 hits just two weeks after it went live and registered 150 photos, thus, converting it into one of the 10 most visited blogs in Costa Rica. The blog then became the official Nelka Rent-a-Cars Web site in phase two, when the company began its massive campaign

that included a TV ad, print (developed with the pictures visitors put on the blog), and direct marketing (through an email that was sent to the database of individuals who visited the blog). Huecos' results surpassed expectations, as Nelka leased 100% of its units during the spring season, 20% above the expected 80%, and created a new market of clients that includes 95% of the country's domestic tourists.

TOI Campaign Wins India's First-ever Grand, *THE TIMES OF INDIA*, June 18, 2008

The Times of India's Lead India campaign has become the first-ever from India to win a Grand Prix Lion at the Cannes advertising festival.

A select international jury on Monday picked ad agency JWT India's Lead India entry from nearly 1,700 entries in the direct marketing discipline.

The crowning moment came at 10:30 in the morning, when at a packed press briefing, the Direct Lions jury announced *TOI's* pioneering campaign as the Grand Prix winner. Marcio Salem, head of the Direct Lions jury, said Lead India prevailed "with a big majority" as it was "a wonderful piece of work."

Winning a Grand Prix Lion—the highest award in any advertising category at Cannes—is every ad man's aspiration, and the honour, once bestowed, lasts a lifetime. So much so that winning the Grand Prix is even seen as a matter of national pride among delegates—it's the one award that transcends organizational rivalries and interests.

Commenting on the win, Vineet Jain, managing director of The Times of India Group, said, "The Lead India campaign was a campaign for India and not just a campaign for *The Times of India*. The Grand Prix goes to India, not just *TOI*. We are humbled by the recognition it has received globally. At the same time, we are proud that we've brought India its first-ever Grand Prix. *TOI* has always been a trendsetter and I hope this award is the beginning of more such awards for India in the future."

Agnello Dias, national creative head of JWT India, said, "I am astounded and ecstatic that something that started in our minds could go on and beat the rest of the world. I believe this campaign would not have been possible with any other brand but *The Times of India*. For JWT and me, it is an honour and privilege to work with the *TOI* Group."

Jury chief Salem said the Lead India campaign was selected for the Grand Prix because, "The objective of direct marketing is to communicate and move people. This campaign moved an entire country."

JWT's Mythili Chandrasekar Wins Prestigious Mann Award, *exchange4media NEWS SERVICE*, June 17, 2008

JWT India senior VP and executive planning director Mythili Chandrasekar has been awarded the prestigious Patricia Mann Award for Women, a tribute given to only three women from across all countries in the fields of marketing, advertising and media.

Instituted just this year, the award is open to women with at least 10 years' experience in the fields of marketing, advertising and media. The entry required not only substantiation of achievements but also demonstrated evidence of the candidate's further potential for contributing to the industry, and a 1,000-word essay on why and what kind of developmental investment the candidate required and how it would benefit her. The trustees and judges comprised highly influential professionals in London.

Chandrasekar plans to fulfill a long-held dream participate in an Executive Education Programme in Strategic Marketing Management at Stanford University, USA.

Said JWT India CEO Colvyn Harris, "While the Mann Award was open to anyone in the industry anywhere in the world, we are particularly happy that a very passionate and committed professional from JWT India was one of the first recipients of this award."

Anita Gupta, JWT Chennai Managing Partner, said, “Mythili has been instrumental in taking thought leadership at JWT India to a new level and richly deserves this new source of inspiration. I am very sure she will use this opportunity to further strengthen her contributions.”

Besides her valuable contribution to clients and brands across the JWT service spectrum, Chandrasekar steers Coffee and Donuts, JWT India’s knowledge-sharing blog. She is known for her prolific writing and Brand Chakras, the first eastern view of consumer behaviour.

The Mann Award for Women has been set up in memory of Patricia Mann OBE. Mann was a life-time employee of JWT, who began her career as a secretary and rose to become vice president of External Affairs.

Millennials Usher in New Kind of Work Life, *OMAHA WORLD-HERALD*, By Stefanie Monge, June 16, 2008

It’s no longer business as usual, as young professionals change the way American companies operate and redefine expectations in the workplace.

Millennials, also referred to as members of Generation Y, are generally defined as those born in the 1980s and ‘90s. A recent survey conducted by JWT Worldwide, a New York-based advertising firm that specializes in trendspotting, identified several differences between today’s young professionals and previous generations.

Millennials want more flexibility and fun in the workplace, and they value work-life balance more than previous generations, according to the survey. This generation also relies on technology, such as text messaging and social networking Web sites, to communicate internally and externally while at work.

Lines Blur between Ad Formats, *THE AUSTRALIAN*, By Lara Sinclair, June 16, 2008

The Cannes International Advertising Festival—often considered the advertising equivalent of the Oscars—kicked off yesterday in France, but Australian-born and Dubbo-raised Craig Davis, who is chairing the prestigious film and press judging panels, has been in and out of darkened rooms viewing ads for the past week.

Mr. Davis, who is global chief creative officer for advertising agency JWT (the sixth biggest advertising network, according to *Advertising Age* magazine) and one of the most senior Australians in the industry, is tipping that 2008 will be the year the lines between the Internet, television and, soon, even mobile video begin to blur.

“Since YouTube came along with the idea of putting video on the Internet, some of those distinctions have become a bit artificial,” he said.

That trend is occurring globally, as television networks, newspaper publishers and others are creating video content for the Internet and mobiles, and advertisers are experimenting with the so-called three-screens approach of combining mobiles, television and the Web.

This year, Mr. Davis has been instrumental in helping the festival, owned by British media company Emap and run by another Australian, chairman Terry Savage, to re-fashion the Film category to allow it to accept “film content”—or video-style—entries that were created to run in other media, such as Internet, mobiles, other screens (such as outdoor digital or branded content on television) and integrated (a combination).

Will Cannes Make the Leap?, *ADWEEK.COM*, By Brian Morrissey and Eleftheria Parpis, June 16, 2008

Cannes, like the industry it celebrates, continues to change, with its far greater emphasis on digital and integration, an influx of clients and agency executives, and the creeping in of success metrics as judging criteria.

The conundrum for Cannes is the same for the industry, says Ty Montague, co-president and chief creative officer of JWT New York: It needs new blood. "Our business is upside down these days," he says. "The people with the most experience and most seniority are the people least qualified to lead the business forward."

Cannes, like the industry, Montague notes, hasn't shifted fast enough. Which doesn't mean it's going away, and not just, he says, because of the "bottomless well of ego." For all its warts, he notes, Cannes also represents something more.

"Paying attention to telling the story through every conceivable medium and most particularly through the actual physical experience of using the product is more important than before," claims Montague. "The future is bright for our business."

For now, however, Cannes, like the industry, is an old institution struggling to reinvent itself in a new-media environment, not to mention in an economic downturn.

Ads and Ends: Visual Drama for Clio Awardee, *BUSINESSWORLD*, By Nanette Franco-Diyco, June 13, 2008

Considering that the Clio Awards has been lauded as "the world's most recognized global awards competition for advertising" for nearly five decades, I must salute JWT Manila for winning the only Clio statue award for the Philippines for 2008: a bronze for its radio commercial for client Shell Philippines. The award was given at the close of the Clio festival held from May 14 to 17 at the Gansevoort South Hotel in South Beach. You might term it a colossal win, with more than 19,000 entries from all over the world competing this year for creative excellence and breakthrough work.

I sat down with JWT general manager Raul Villegas who revealed that the radio commercial started out a couple of years ago as an agency initiative for Shell.

The radio commercial created by JWT for Shell completely resonates with its target market, including myself.

Raul said that the radio material was also so appreciated by the client that it speedily became a global material, adopted and used in several other Shell countries all over the world. "And, mind you, this happened way before the Clio Awards," he exclaimed.

It is a great radio commercial indeed. You can still listen to it if you log on to the Clio Awards Web site.

To me, JWT creative director Joe Dy struck gold with the radio commercial's simple execution of visual drama. As Joe said, the creative team deliberately gave the commercial "a visual feel." Come to think of it, you actually feel you're aging when you're driving and seated there in your car for hours during long trips to heaven-only-knows-where.

And this radio commercial simply opens the theater of your mind with absolute cleverness! JWT broadcast producer Maika Zialcita revealed that she used the voices of two brothers and their father sequentially for the commercial. These voices intone rhythmically from beginning to end: "Are we there yet?" keeping the cadence all throughout. The radio listener notices the voice of a young child turning midway to a teenager's voice, and finally to an adult voice. Each repeats nonstop the query with perceived impatience, "Are we there yet?" Absolute cleverness that truly merits a Clio! The material gets across the idea that it's a long drive entertainingly, without the announcer having to pitch it in. No clutter of words. Then, you hear the all-important selling message: "Longer drives with Shell Better Mileage gasoline."

Take a deep bow, JWT and Shell!

JWT Beijing Promotes Xu to MD, MEDIA ASIA, By Kenny Lim, June 13, 2008

JWT Beijing has promoted general manager, Oliver Xu to managing director.

Xu, who joined JWT in 2004 as group account director and was promoted to GM in 2007, will continue to develop the WPP agency's client portfolio, which includes recent wins for Red Bull and Yili Milk Powder.

Tom Doctoroff, JWT China CEO, said, "Since Oliver took the helm of JWT Beijing more than a year ago, it's fair to say that our position in Beijing has never been better. Oliver has transformed himself into a true leader and continues to grow."

JWT Vietnam Promotes Teng to Replace Remigio, MEDIA ASIA, June 12, 2008

JWT Vietnam has elevated deputy ECD Vancelee Teng to the role of ECD.

The Malaysian, who has also had spells at Ogilvy & Mather Singapore, Lowe Singapore and Lowe Bangkok where he was creative director, has been working with Remigio since November 2007, when he joined the agency.

Chris von Selle, MD of JWT Vietnam, said, "We knew Ompong might need to leave this year, which is why we brought in Teng earlier in the year to ensure a smooth transition. They have worked together for almost half a year now and Teng has already produced some great work for our clients."

Kymco Gears Up for Sporty Scooter Drive, MEDIA ASIA, By Benjamin Li, June 11, 2008

TAIPEI—Market leading motorcycle brand Kymco has selected JWT Taiwan to handle a new premium brand, after the WPP agency pitched against BBDO, Bates and McCann Erickson.

JWT secured the business after unsuccessfully pitching for Kymco's economy model in March, which was won by Bates.

"The client must have felt our passion to ask us to pitch for a second time," said group account director Alan Hung (pictured), adding that the agency's knowledge of the brand and its products, and a strategy that encompasses integrated, events and POP helped win the pitch. "And we have automobile clients like Ford and Mazda."

"Kymco motorcycles have been the top sellers in Taiwan for eight years, followed by the Japanese brand Yamaha, and another Taiwanese brand Sanyang," said Hung. "The three brands capture 92 percent of the motorcycle market, with Kymco taking over 30 percent market share."

The first campaign will feature a nationwide test drive next month, with a microsite launching to recruit participants, followed by an overseas professional racing drivers' showcase for the second phase of the campaign.

Sunsilk Taps Aspiration, MEDIA ASIA, By Asiya Bakht, June 11, 2008

SINGAPORE—Unilever shampoo brand Sunsilk is encouraging young Singaporean women to live life to the full with a campaign created by JWT.

The initiative is the local incarnation of the global Sunsilk campaign titled "Life can't wait."

The online component of the campaign centres on an initiative called "Lifejackers."

Women in their 20s were invited to recount their ambitions through the Web site gangofgirls.com. Those with the most interesting entries will be given a chance to live out their dreams and film them as Webisodes on the site.

Peter Cheung, group account director for JWT Singapore said, "We have tried to do something different to engage our target audience. Instead of using traditional channels like print, we have used outdoor and online activation."

Jos Joins JWT, *ADOBO MAGAZINE (PHILIPPINES)*, June 10, 2008

Michael Maedel, JWT's president, announced the appointment of BBDO Philippines' former vice chairman Jos Ortega as the CEO of JWT Manila, effective July 7, 2008.

"Since JWT Manila already has a strong management team in place, we looked very carefully to identify and hire someone who would complement the existing management team," said Michael Maedel. "Jos's past strategic leadership roles in BrandLab and BBDO will be a tremendous asset in guiding the office into the next phase of growth."

China Rises- To Challenges, *THE WALL STREET JOURNAL (CHINA JOURNAL)*, By Geoffrey A. Fowler, June 10, 2008

The latest theme in China's Olympics advertising: perseverance.

A TV commercial that launched recently for domestic sports brand Anta, not an official Olympics sponsor, admits in no uncertain terms that China is no longer just in a celebratory mode.

"The difficulties are hard to overcome?" it asks. The answer: "Chinese People, let's fight for our pride."

The ad was inspired by Chinese people's response to the earthquake, says WPP ad agency JWT Shanghai, which made the ad.

"We decided to extend the brand message from individual glory to national glory, encouraging everyone in China to stand tall through these obstacles," said Tom Doctoroff, the China chief executive of JWT, in a statement.

It seems this idea has the potential to become one of the major themes of this August's Olympics, at least to domestic Chinese audiences. From the unrest in Tibet to the torch relay and the earthquake, 2008 could turn out to be known as China's great year of tests.

Climbing the Ladder of Technology Benefits, *THE ECONOMIC TIMES*, By Mythili Chandrasekar, June 10, 2008

Clearly a section of Indian consumers are reveling in the newfound enjoyment of technology products—be it personal computing, Internet, telecom services, mobiles or other visual gadgets. ... With more and more Indians working in technology-creating companies, how will our relationship with technology change and what do brands have to do to translate technology benefits to emotional payoffs? What is it that drives early adopters, what creates the urge to learn and experiment and how does learning new techie tricks make you feel?

"The Yin-Yang of Technology Payoffs," a recent JWT Brand Chakras study, revealed that the tech coin has two sides. There is efficiency and indulgence, refuge and escape, conformism and showmanship, child-like delight and intellectual growth. But the dominating themes are Power and Pleasure.

At a social level, there is an obvious celebration of the financial capacity to buy. ... The theme of "makes me feel more intelligent than others around me" also dominates.

In work life, technology can facilitate democracy or meritocracy, foster conformism or creativity. It can be a performance leveler. ... Or a performance booster.

How you use technology depends on your orientation. ... At the very least, technology helps you celebrate life, but as you go up the ladder, it becomes a tool for intellectual evolution. The Brand Chakras study identified five

types of technology mindsets. The Doer: keen on upgrading quality of everyday life, with a thirst for ease and efficiency in day-to-day life, wants technology to maximize life and help balance different spheres. The Connector: strong urge to nurture relationships and stay anchored. The Indulger: fundamental need for fun and entertainment to cope with day-to-day pressures. The Discriminator: pressured to establish, redeem, conquer, catch up or breakaway to create a distinct identity and distance himself from the rest. The Explorer: instinctive thirst for excitement through new experiences and keen to constantly add new facets to his life.

People who work in tech environments are particularly confident that their abilities will help them to make a mark wherever they go.

Clearly, technology will no longer be just about convenience and greater efficiency. Its influence on the new techie Indian will get more profound and life defining. Technology is increasingly being seen as the most powerful agent of mental evolution. The power and worth of any technology will increasingly be evaluated in terms of its ability to unlock and express the power of the mind and the intellect. So while we all start by being Doers and Connectors, we'll aim to climb the ladder and go on to being Discriminators and Explorers.

Why Passion is paying Off at JWT, *CAMPAIGN BRIEF ASIA*, June 9, 2008

JWT are on a role. They are certainly, from a creative point of view, the most improved network in Asia. What's so impressive for the network is that creative achievements are coming from a growing number of offices. This is testament to the efforts of joint regional ECDs Tay Guan Hin and SheungYan Lo who, with their senior team, are not letting up in their desire to improve even further.

"We have hired spades of new creative personalities who have come in from many hot shops and over time, those who stayed, have helped to shape JWT into what it is today. Many who have joined have taken upon themselves the challenge to turn things around," says Tay. "As well as breaking the mould in how the agency was structured and finding ways to work in smaller and more nimble group to get things done faster there's been a sense of renewed pride within the organization and talking to the top head-hunters now, it's much easier to recruit top creative talent."

While JWT has myriad offices, there's plenty of interaction between the creatives. A core group of SheungYan Lo from the Shanghai office, Pinit Chantaprateep from Bangkok, Edwin Leong from Malaysia, Jun Fukawa from Tokyo and Tay meet up to eight times a year to discuss the creative work. Then, every quarter, a wider group comes together for an Asia-Pacific initiative called Passion, which has been running for the past seven years. Basically, key creatives assemble to catch-up, build relationships with the top creatives in each office, brainstorm challenges and rank the work done in each office regionally. The host office is generally chosen in recognition of its contribution to the networks' creative reputation.

Tay says, "We are helped by having a strong and supportive regional head like Michael Maedal to make things happen. JWT is one of the most collaborative networks I've ever worked with, which allows for better sharing of ideas. Since there are clear creative targets and objectives every quarter, we don't have to rush when the awards season comes along, as we are constantly striving to deliver strong creativity throughout the year."

SheungYan Lo, regional executive creative director North Asia, concurs. MaYan, as he is widely known, says it is a very tight group of creatives sharing a common goal so getting together for the Passion meetings each quarter is a way to help each other improve the work. This stems from getting a different cultural perspective to sharing resources across the region and practical concerns, such as recommending retouchers and photographers from more developed advertising markets such as Singapore.

"JWT has a lot of global accounts that we are all working on, so this gives us great experience and opportunities and you in turn see this coming out from certain countries. There are always learnings that we can bring back home and share with the creatives that work on certain accounts. In our last meeting we saw

a brilliant idea from Indonesia and we think it can be bigger than what it is currently is, so we are thinking of setting up a Pan Asia-Pacific team as a core team to help implement that and draw resources from around the region," says MaYan.

JWT regional president Maedel points out that with clients focused on the quality of the idea, being a creatively led network is more important than ever.

It is also a factor in winning new business, something Tay is also seeing.

Online but Unsociable, BRANDWEEK.COM, By Mark Dolliver, June 5, 2008

Research has shown that older wired Americans are actively involved in many online activities. But social networking remains an exception, at least when comparing people 40-plus to those who are younger. In an online JWT Boom/ThirdAge survey, just 22 percent of 40-plusers said they visit social-networking sites. Another 26 percent said they don't now "but might in the future." The rest of the respondents wouldn't even embrace this vague, maybe-sometime option, which suggests they'd sooner die than spend time on a social-networking site. If anything, the poll's findings may overstate the degree to which all wired 40-plusers go to such sites, since people who participate in online surveys likely have an above-average propensity to engage in all sorts of online activities.

Among those who shun social-networking sites, what's their reasoning? Nearly half (47 percent) cited concern about privacy and having personal information on the Internet. Thirty-nine percent said they don't have the time for it, and 32 percent said they "do not see any benefit from spending time on a social-networking site."

JWT Swipes Pan-Euro Imodium Work, CAMPAIGN, By Caroline Lovell, June 5, 2008

JWT has snatched the £13 million Imodium advertising account from Team Saatchi without a pitch.

It is understood the work for the EMEA regions will run out of JWT London.

The shift in agency responsibility is understood to be motivated by the Imodium parent Johnson & Johnson's acquisition of Pfizer in June 2006. Pfizer is a JWT client.

JWT sits on the Johnson & Johnson U.K. roster alongside Lowe, Team Saatchi, DDB London and Abbott Mead Vickers BBDO.

Jimmy Evans: 'JWT Latin America is Demonstrating its Strength and Capabilities,' ADLATINA, June 5, 2008

Jimmy Evans—the president of JWT Latin America—believes that new business, awards and novelties in terms of communication formulae and strategies, are the key elements that allowed the region to distinguish itself within the global network. He said that "Argentina, Chile, Mexico, Peru, Puerto Rico, and Central America and Panama have reported very good results thus far this year, which has led the region to position itself in the number one spot within its worldwide network, according to the results derived from the Q1 first Global Creative Challenge this year."

"Our point of view concerning these achievements proves that JWT Latin America is demonstrating its strength and ability to shine in all of its markets. The quality of the work we create for our clients is the best tool we have to grow with them, take on new business and endow our brand with the desired reputation," maintained Jimmy Evans with respect to JWT Latin America's current reality.

"The JWT Latin American Ford team, led this client to be the only multinational client that received an award out of our entire roster of multinational clients, without the help of any other region in the world.

This achievement was spearheaded by the fantastic campaigns the Mexico and Argentina teams produced," said Evans.

Big Four in Ad World Chart Fresh Gameplans, *FINANCIAL EXPRESS*, June 3, 2008

Even as advertising major McCann Erickson India is planning to foray into rural communications, JWT India is planning to acquire capabilities to complement its current set of skills in strategy, design consultancy and digital communications. Competitor Contract Advertising is investing heavily in its creative offerings while Madison World is strengthening the operation of its existing units and rural business.

On the agency's growth strategy, Colvyn J. Harris, chief executive officer of JWT India said, "We are looking at both organic as well as inorganic growth. We are developing our business to offer a 360 degree communications to clients. For the purpose, we will be expanding our offerings." JWT India's core focus will be on developing its creative products to sustain its leading edge in the Rs 16,000 crore ad industry, he said.

JWT Hires 2 Key Planners, *ADWEEK.COM*, By Andrew McMains, June 2, 2008

WPP SHOP ENLISTS STRATEGIC PLANNER IN LONDON AND NAMES PLANNING CHIEF FOR SOUTHEAST ASIA
JWT has hired a top strategic planner for its London office and named Bartle Bogle Hegarty's Pete Heskett to the new position of Southeast Asia planning director.

Heskett, 36, will be based in Singapore and report to JWT worldwide planning director Guy Murphy—who also joined JWT from BBH, in 2006—and worldwide president Michael Maedel. He starts June 23.

JWT London's new head of planning is Tony Quinn, formerly head of planning and a managing partner at independent Leagas Delaney in London. Quinn, 41, will start at JWT in early July.

At WPP Group's JWT, he will join a top management team that includes CEO Alison Burns, to whom he'll report, and executive creative director Russell Ramsey. Quinn also will report to Murphy.

"This is a crucial appointment for us," said Burns, in a statement. "Tony is a fantastic planner who will make the department and agency stronger."

Cannes '08: Meet the Prez, *BOARDS*, By Barry Walsh, June 1, 2008

CRAIG DAVIS, WORLDWIDE CCO, JWT

For an advertising awards festival that prides itself on recognizing the best of the best on a global scale, having Australian-born, London-based JWT worldwide CCO Craig Davis head up the Cannes Lions Film and Press juries makes perfect sense. ... As the first guest editor of *The Gunn Report* in 2007, and as a judge for pretty much every major award show on the circuit (including the Titanium category during Cannes Lions 2006), suffice to say his opinion carries much weight in the creative community.

What do you hope to bring to the jury process this year, having sat on juries for all the major shows and helmed a couple?

I'm really going to encourage people to judge with their instincts and their emotions. There can be a herd mentality in this business, or waves of fashionability, and I don't think that serves anyone particularly well. So we've got a very strong and eminently qualified group of people on both the Film and Press juries, and I really want to encourage them to find the work which in their judgment is surprising, original and refreshing. With the other film content categories being in there for the first time, we're going to be looking for very good work and I think we're going to find it in some new and very exciting areas.

Yes, I was wondering how those new categories within Film will impact the roles of the jury and the jury president.

It's the way the world's going, and it's been that way for some time, but it's tricky for Cannes to keep up, because things develop very fast and Cannes is by its nature a retrospective. At a certain point, it has to define categories and call for entries and have people send in work within those spaces. Come next year, those spaces will probably need to evolve [even further]. I think they've done a good job at trying to address it this year.

Do these new categories ramp up the amount of entries exponentially and make your jobs harder?

I don't know how much work will be in these spaces, but in many cases, they'll defy the time lengths of broadcast (laughs). A lot will be much longer than what we're used to seeing. But it's going to have to be good. Most people still snack on short form content—the reality is that most successful content on an environment like YouTube is still a couple of minutes long. There are people who've posted much longer content but the real test is quality over duration.

Let's go back to the idea of judging according to emotion. In your president's message, you advise the jurors that if they see a piece of work and feel envy, they should award it a bronze; jealousy merits a silver, while humility should earn gold. Why does humility equal a gold Lion?

There's a point where something is so good that you realize that it is the pure essence of creativity in someone other than yourself, and the only right response to that is to feel somewhat humbled. Creativity requires an enormous investment from the creators, and you have to put a lot of passion, energy, blood, sweat and tears into the work. Ultimately, that's what people can feel. If it's all too easy, then it's probably not very good.

I'll also be encouraging the jurors to look at the work and appreciate it in very human terms, because that's how the audience appreciates it well before we put another layer of professional critique on top of it.

Cannes '08: Educated Guesses, *BOARDS*, By Barry Walsh and Ed White, June 1, 2008

Top international CDs take a crack at Cannes clairvoyance.

GUANHIN TAY, EXECUTIVE CREATIVE DIRECTOR, JWT, SE ASIA

Besides the usual suspects, like Halo 3's "Believe" campaign, BK's "Whopper Freakout" and Sony Bravia's "Play-Doh," I thought I'd share what Asia has to offer, hidden gems that might score the big one.

From the biggest, richest petroleum company in Malaysia, Petronas, comes the smallest, cheapest TV spot from Leo Burnett, about a Chinese boy named Tan Hong Ming who is in love with a Malay girl and doesn't know that she has the same feelings. It's an unusual way to promote racial harmony. Hard to do a touching spot these days, but this one pulled my heartstrings. Brilliant performances from both talents make this a clear winner in film.

From Dentsu comes a TV spot ["Non-Blinking Woman"] about a Japanese woman who sets out to beat a record for time without blinking. Instant TV replays show how close she gets to closing her eyes when responding to shocks or sneezing; eventually she closes her eyes to savor addictive chocolates. It's sure to get audiences and judges clapping instead of whistling.

What if you could control a palette of 16 million colors in a Web site and change the colors on a building? That's what Sony Bravia did in Japan. "Color Tokyo!" is an interactive indoor/outdoor media experience that is a huge technological breakthrough. It's the first time I've seen both worlds intersect so seamlessly. I will not be surprised if it is equally awarded between the Cyber and Titanium categories.

ANDREW CLARKE, EXECUTIVE CREATIVE DIRECTOR, JWT, NEW YORK

I'd like to see humor win the day at Cannes. Advertising doesn't have the right to take itself seriously. It has the ability to make people smile and my picks do exactly that.

In Integrated I'd vote for the Coke vs. Coke Zero campaign for its originality and simplicity. If anyone has seen another brand have a go at itself then please let me know because I haven't. It takes balls to do it.

For a viral film alone I'm going to pick Cutwater's *Sunglasses Catch* for Ray-Ban. It's cool, witty and original.

And finally, TV. Given my earlier wish that humor would win the day, we have two dead certs: Cadbury "Gorilla" and Skittles "Touch." It's worth pointing out that these are two massive ideas. Skittles is an established one that keeps getting better and is just plain funny, well-written and brilliantly executed. I'd give it gold. The Cadbury Dairy Milk campaign is in its infancy but has a tagline, "A glass and a half full" that's been around since I was knee-high to a grasshopper. For someone to bring such an old line to life, while at the same time making it funny and relevant, well, that deserves a Grand Prix in itself. There is no doubt that this is a breakthrough piece of film. It's revolutionary and belongs in the category of work that's decided to break and rewrite the rules. Sure, it has a gorilla playing the drums to a Phil Collins classic, but it's much more than that: it's a glass and a half more.



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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.*