

inter national ist



TODAY'S
RULES
FOR **POWERFUL
STRATEGIC
PARTNERSHIPS**

inside **5** issue

Dentsu's
Oshima On
Globalizing
With Agency
Partners

Susan Popper
Tells How
SAP Manages
Global-Local
Challenge

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october/november 2003

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

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inter national ist is published six times a year by DMNY Global. ©2003 DMNY Global. Excerpts may be quoted with proper attribution to inter national ist.
inter national ist has been created to serve the international marketing communications industry. It is a publication for and by international marketing and media professionals.

Printed by Miller Johnson, Inc., Meriden, CT.

BPA International Membership Applied for November 2002.

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COMING

january issue

Cover Story: The Next Wave of International Advertisers
Commentary by Grey Group's Carolyn Carter

future issues

What Is Next? The New Advertising Reality
Marketing Accountability: Is ROI the Only Answer?
Re-marriage: Media & Creative Together Again?

Editorial submissions are encouraged. Submissions may be edited for length and style.
Send your story suggestions and ideas including photos and calendar items to
editorial@inter-national-ist.com.

IMPORTANT DATES

january issue

march issue

AD RESERVATIONS: November 14

AD RESERVATIONS: January 19

MATERIALS: December 1

MATERIALS: February 2

Contact: advertising@inter-national-ist.com

Q U A N T I F Y I N G O P T I M I S M . . .

Numbers do make a difference when gauging an industry's optimism. Two leading barometers—reports by McCann-Erickson and ZenithOptimedia—are indicating that 2003 will close with worldwide ad spending at 3% or higher than 2002. Next year already promises greater increases as we start to see more bank advertising from Europe, new U.S.-based technology marketing starts, dramatic increases in Asian travel and tourism messages, and economic development ad upturns from the Middle East.

No one needs a reminder of the unprecedented effects of terrorism, war, weakened economies and financial markets, and SARS. Throughout it all, the desire for rebound has never been stronger, and despite many restricted ad budgets, innovation did not die. As an industry, we're learning that even in tough times, "pockets" of growth emerge. *inter national ist* is one small example of a startup beating the odds, a positive indicator.

At two recent events, remarks by participants were encouraging. At the EACA Euro Effie Awards for advertising effectiveness, Mary Lee Keane of the New York American Marketing Association, founder of the EFFIE, pointed out that in challenging times, effectiveness award entries always rise as marketing professionals instinctively want to prove that growth can occur and be measured. At an International Advertising Assn. event in New York, a Citibank private banking marketing executive actually questioned aloud if these times were truly difficult. No doubt, her ad budget is contributing to both the positive forecasts and the industry's sense of optimism! Perhaps it won't be long before we all hear a resounding chorus from marketers with expanded advertising funds, furthering to quantify optimism. Let's hope so.



deborah malone
PUBLISHER



nancy s. giges
EDITOR

I just received my first issue of inter national ist and wanted to say how great it looks. The design is new and fresh. Considering we work in a creative industry, our trade media is decidedly dull. Particularly impressive was your ad lineup, it was good to see in our budget-stretched times that someone is doing well.

BELINDA BARKER
BSB Media

I was introduced to inter national ist at an IAA mixer in early September. Your publication has shed a whole new light into the world of international advertising. MakRadio (www.makradio.com) is the No.1 Top 40 global Internet radio station and finding international advertisers has been challenging at best. In studies done by Arbitron and Edison Media Research, the value of Internet broadcast advertising is growing by leaps and bounds especially with younger demographics worldwide. I am looking forward to future editions of inter national ist as we navigate through the world of international advertising.

JUSTIN M. KLAMERUS
Managing Partner & Senior Executive VP-Sales
MakRadio

I didn't get 'round to congratulating you on the magazine, and I wish you well with further development. Best wishes.

BOB BREEN
International Advertisement Director
Handelsblatt

... inter national ist ... looks really good, congratulations.

MARCELO SALUP
Exec VP-International Media Director
Foote Cone & Belding Worldwide

Congratulations for the good quality of inter national ist.

INGRID VAILEANU
PR and Sponsorship
IAA Paris Chapter

Send letters, your opinions, and views to editorial@inter-national-ist.com.

Please limit letters to 50 words. inter national ist reserves the right to edit letters.

COMING EVENTS

ALL PRICES ARE IN LOCAL CURRENCY UNLESS OTHERWISE STATED

NOVEMBER 10-14
AD ASIA

PLACE: Birla Convention Center, Jaipur, India
RESERVATIONS: adasia2003@vsnl.net; www.adasia2003.org
PRICE: US\$1,100

NOVEMBER 12
IAA U.K.

LUNCHEON SPEAKER: Rita Clifton, chairman, Interbrand
PLACE: Savoy Hotel, London
RESERVATIONS: annika@iaauk.com; 44-(0)20-7381-8777
PRICE: Member £95 plus VAT per person

NOVEMBER 13
IAA NEW YORK

LUNCHEON SPEAKER: Sir Martin Sorrell, group chief executive, WPP
PLACE: Time & Life Building, New York
PRICE: Member \$85; member's guest \$95; non-member \$115
CONTACT: Bernadette Brennan, iaaus@att.net or 1-646-495-5160

NOVEMBER 15
SOCIETY OF PUBLISHERS ASIA PUBLISHERS' BALL

PLACE: Grand Hyatt Hong Kong
RESERVATIONS: josesliu@jamevents.com.hk or 852-2572-2215
PRICE: HK\$34,800 for table of 12

NOVEMBER 18-19
FIPP

AD SALES WORKSHOP
PLACE: Sanoma Uitgevers BV, Amsterdam
RESERVATIONS: www.fipp.com/adsalesworkshop
PRICE: Member €350 for the first delegate; non-member €375.

athletes aren't the only winners at the olympics

It's half civic beauty parade, half global marketing contest—despised by some as a commercial sham and adored by others as a shop window onto international markets. Somewhere in there is some sport, too, but there's no doubt that for the winning city, hosting the Olympics can pay off.

In London right now, Boston-born Barbara Cassani is assembling the team that will try to win the 2012 Olympic Games for her adopted city. The stakes are high. *Conference & Incentive Travel* magazine reports that Sydney, host of the games in 2000, has won a record number of business events in 2002-2003, doubling revenue from last year to A\$291 million. The city's convention bureau links its success to the Olympics.

Sydney is also hosting this year's Rugby World Cup, which may leave non-playing nations baffled but will bring

in thousands of well-heeled spectators from countries as far as Georgia, Namibia, Samoa, and Uruguay, alongside better-known giants such as Australia, England, France, and South Africa.

Sydney has become very good indeed at winning the race to host major sporting events. London, however, has not. Cassani herself admits that London is behind in launching its marketing push, which started in September with a competition for Londoners to design a logo for the city's bid.

It faces stiff competition from cities already ahead. Paris will be the first to present its case for hosting the games when the International Olympic Committee meets in July 2005.

Leipzig will follow the French capital with New York third. The rest will be, in the following order, Moscow, Istanbul, Havana, London, Madrid, and Rio de Janeiro.

Paris, which launched its bid in May, is a favorite, with much of the required infrastructure in place following the World Cup in 1998. France has not hosted the Games since 1924 but enjoyed a successful World Cup and will hold the World Athletic Championships in Paris this summer.

Whichever city wins, the 2012 Olympics will see more marketing money invested than ever before as brands of all kinds compete to have their own. Some US\$3.7 billion in marketing, sponsorship, and broadcast cash was generated by the Olympic movement in 2000-2004. This time around, the total will be higher still. ●
—Mike Hewitt, formerly new media director of Haymarket Business Publications (www.brandrepublic.com), was recently named publishing director of Management Today and Human Resources.



24-hour lynx effect

No need to adapt this universal message across Europe for Unilever's Lynx male deodorant. The 24-hour

Lynx effect makes sure guys are always fresh and smelling great because you never know where or when

you might meet the Lynx girl of your dreams. The Bartle Bogle Hegarty-created spot shows some of them. ●

Submit your events to editorial@inter-national-ist.com

touching hearts in japan

Nestlé Japan Group's new campaign for Nescafé coffee immediately touched the hearts of consumers when it began running in August.

The campaign, including TV, cinema, radio, newspaper, and transit executions by McCann-Erickson Japan, is based on a poem, "Morning Relay" by Shuntaro Tanikawa. The poem is widely known throughout Japan and used in many school textbooks. In the poem, a peaceful "morning" is relayed around the world across time and borders and conveys the world. The message is that

Nescafé can be a part of enriching the morning with a cup of coffee.

In the commercial, the poem is read by Ayako, a singer from the music group Halo, to a background of original piano music composed by the poet's son Kensaku, while viewers see peaceful scenes of the sky and skylines as morning begins. In the cinema commercial the poem is shown sub-titles-style in English while the poem is read in Japanese. ●



REPORT FROM Merca2.0

looking at the low income consumer in latin america

Of almost 500 million people living in Latin America, more than 50% are below the poverty line. For many brands, this represents a great marketing opportunity, but sometimes agencies and advertisers alike find it difficult to connect with lower segments because they only know marketing to the upper segment.

Recognizing that the low income consumer lives a different life, Ogilvy & Mather explored similarities and differences and concluded that the differences can lead to brand communications failure. The research was based on interviews with consumers in their homes in five countries.

For example, years ago

Argentina had a large middle class, but today, the "new poor" represent more than 20% of the population. Statistically, these "new poor" are low income consumers since they live below the poverty line. In their minds, they still define themselves as middle class.

With 41 million people, the low income segment in Brazil roughly equals the population of Spain. Some 25% of Brazilian households have monthly wages of around US\$439, based on a 2001 average exchange rate.

In Chile, where the low income consumer represents 57% of the population, traditional structures and

institutions have lost credibility.

There is a feeling of vulnerability and, at the same time, perseverance in creativity, and solidarity, especially in women. Housewives are the very embodiment and purveyor of values.

The rural population of Colombia faces a drastic and accelerated reduction in income due to the displacement caused by the violence of the internal armed conflict. The Colombian rural population is very traditional and rarely tries new brands.

So what does this mean? It means the distributor and retailer play a definitive role in determining the brand repertoire from which the

consumer can choose.

In Mexico, around 80% of the population is considered low income, divided into two levels, 49% with average monthly wages of around US\$700 and 31% with average monthly wages of around US\$150. Most (71%) live in urban centers. Despite the macho society in which they live, even more prevalent in the lower segments, women's roles are changing.

Many marketers do not understand this evolution and have not modified their communications to reflect the important changes. ●

—Andrzej Rattinger is director general of Merca2.0, a marketing, advertising and media magazine.

COMING EVENTS

NOVEMBER 20
IAA FLORIDA
MIAMI MENTOR SHADOW DAY
 SPEAKER: TBA
 PLACE: The Biltmore Hotel, Coral Gables
 RESERVATIONS: msommassoc@aol.com
 or 1-305-856-8484
 PRICE: Member \$40; non-member \$50,
 student \$20

NOVEMBER 26
IAA FRANCE
BETTER BUSINESS BREAKFAST
"HOW TO MANAGE THE
GLOBAL-LOCAL PARADOX"
 PLACE: Le Press Club de France, Paris
 RESERVATIONS: Ingrid Paun
 33-68-543-27-89 or
 bbw_paris@yahoo.com;
 Mary L. Rega 33-68-68-04179
 PRICE: Member €50; non-member €70.

DECEMBER 10
IAA U.K.
CHRISTMAS LUNCH
 PLACE: Hilton, Park Lane, London
 RESERVATIONS: annika@iaauk.com;
 44-(0)20-7381-8777
 PRICE: Member £95 plus VAT per person

DECEMBER 11
IAA NEW YORK
HOLIDAY GALA
 PLACE: The Mandarin Oriental Hotel,
 New York
 CONTACT: Bernadette Brennan,
 iaaus@att.net or 1-646-495-5160
 PRICE: \$350

JANUARY 14
IAA U.K.
BUSINESS LUNCH
 PLACE: Savoy Hotel, London
 RESERVATIONS: annika@iaauk.com;
 44-(0)20-7381-8777
 PRICE: Member £95 plus VAT per person

JANUARY 19-20
FIPP AND CANIEM
FIPP IBERO-AMERICANO
MAGAZINE CONFERENCE,
MEXICO CITY
 RESERVATIONS: www.fipp.com/mexico
 or Elsa Anaya, 52-55-5688-2011;
 congreso@caniem.com
 PRICE: NA

what's hot in america

Top picks of the trendsetters according to the second Advertising Age Pop Culture Survey

NEW TV SHOW	NBC's "Coupling" (29% of panelists)
MUST-READ BOOK	"Harry Potter & the Order of the Phoenix" (70%)
TECH TOYS	Plasma TVs (82%)
MAGAZINES	People (57%)
FASHION	Manolo Blahnik Shoes (50% of women)
WI-FI SPOTS	Starbucks (18%)
MUSICIANS	Norah Jones (53%)
MUST-SEE MOVIES	"The Lord of the Rings: Return of the King" (51%)
COOL CARS	BMW Z4 Roadster (70%)
BAR DRINKS	Michelob Ultra (37%)
BOTTLED WATER	Aquafina (26%)

*503 respondents from a poll of Ad Age readers and an outside consumer panel. Survey conducted by Lightspeed Research.



Procter & Gamble's Hugo Boss introduces Boss Intense, a new fragrance for women, supported by a sensuous global campaign by Callegari Berville Grey, Paris. ●

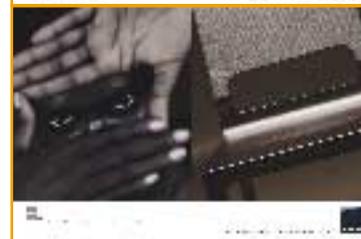
iht followup

As a full-fledged member of the *New York Times* family, the *International Herald Tribune* is adopting some of its successes.

Like the *Times*, the *IHT* now has its own marketplace for luxury goods advertisers, also on page A3 and on Thursdays. Advertisers have included Burberry, Versace, MaxMara, Blumarine and David Yurman jewelry.

The luxury marketplace is one of a number of joint initiatives with the *Times* offering advertisers global buys to reach the papers' high net worth readers. ●

Solidifying its leadership position in contemporary fine home furnishings, Ligne Roset and Paris agency Callegari Berville Grey juxtapose the body with the furnishings to create a series of images where human beings and their surroundings become one. ●



formula for global branding success

The four ingredients for success in global branding, according to Steve Cone, managing director, head of global marketing of global investment management for Citigroup.

- Compelling USP
- Strong brand image
- Strong brand image
- Memorable and integrated advertising

international advertising association names frank cutitta chief executive officer

Frank Cutitta, who retired as corporate senior VP of International Data Group, has been named chief executive officer of the International Advertising Association. Cutitta was chosen after a nine-month search to find a replacement for Walter J. O'Brien, who left last December due to illness.

Cutitta assumes responsibility for all day-to-day management of the organization, including all aspects of membership retention and development, professional development, freedom of commercial speech initiatives,

university accreditation programs, awards programs, and alliances.

Cutitta said he is looking forward to assuring that the IAA “mirrors the latest trends and best practices that our constituents need to grow professionally in this very dynamic industry.”

While at IDG, Cutitta was responsible for building global programs and alliances across IDG's 300 publications, 51 research offices, and 168 expo and conference organizations in over 70 countries. ●



the case for pan european tv

BY NICK MAWDITT, HEAD OF RESEARCH, CNBC EUROPE, ON BEHALF OF THE PETV RESEARCH GROUP

a more effective and underrated way to reach your target audience

It was suggested recently that the term “pan European” is no longer truly representative of what the media channels in this market have to offer. The point is valid, as the main TV brands—BBC World, CNBC Europe, CNN, Discovery, Eurosport, MTV, National Geographic, and others—clearly represent something extra in terms of targeting and theming, beyond the fact that they uniquely serve a growing community of consumers culturally connected by all things international.

Advertisers can neither resist nor ignore the international bonding that cultural, political, and business factors bring. Economic integration, communication, technology, and brand convergence all intrinsically link Europeans. David Beckham—from Leyton, England—is now a global

brand and represents a rise in international regard that transcends everything from fashion to sports and business.

In today's multi-channel environment, greater levels of niche viewing are superseding the dire staples of entertainment and reality TV in the national schedules. The strong international brands have become a reference for authority and lifestyle as more people choose to connect with what interests them as an individual, in and out of home.

At the same time, wider opportunities to locate relevant information have seen readership and circulation declines in local and international media. The latest European Media & Marketing research demonstrates a decline in people choosing print as a primary source of information on news; and the Iraq war has further entrenched

the prominence of TV as a trusted source of news and other content.

Many brands, like HSBC, Vodafone, Samsung, and Shell, are taking advantage of unique targeting and media effectiveness benefits offered internationally, while others continue to give their agencies an easier ride, with national scheduling.

Organizations can no longer resist an international positioning as fundamental in driving their brand and corporate equity. To drive this, TV can offer real flexibility, from program sponsorship opportunities to direct and marketable links with the kind of events that unite international communities in business, sport, and music.

PETV channels are co-operating by endeavoring to make research more relevant via an established

PETV research group. A Website and joint research initiatives, designed to move away from less flexible syndicated research, are on the agenda.

International TV offers a more relevant program environment represented by strong brands, high affinity with elusive and desirable target audiences (youth, travelers, business decision makers, and the wealthy), greater commercial flexibility for brand differentiation opportunities, and it is more cost-efficient than using domestic channels. Only David Beckham offers greater access; and he comes at a price. ●

—The PETV Research Group consists of representatives from BBC World, CNN, CNBC Europe, Discovery, EuroNews, Eurosport, MTV, National Geographic, and TV5.

inter national ist welcomes readers' opinions.

on the rebound

Campaigns from Asia-Pacific, Dubai, Japan, New Zealand, and U.S. among others are leading travel advertising out of its slump.

Whether a sluggish economy, terrorism, or SARS is cited as the reason for cutting back on travel, there is no doubt that the travel and tourism market for both business and pleasure has taken some big hits.

And that's carried over into some tough times for those sectors of the advertising business that have a lot at

stake in travel and tourism, namely those dependent on the marketing spending of airlines, hotel chains, and tourist boards.

"Historically, travel and tourism advertising has always featured in the profile of international media owners' business, but in the last 18 months or so there has been as identifiable shift," says Colin Lawrence, strategy and sales operations director for BBC World.

However, there are signs that the worst is over, and business is starting to turn around, led by tourist boards trying to ease travelers back into their more typical patterns and appeals and deals for business travelers.

"Airline and hotel advertising remain primarily tactical," observes Larry Cohen, president of Northeast Media, whose firm represents a number of travel publications. "We're not seeing the big branding

campaigns [come back yet as airlines have] to get bucks in their seats."

According to Mike Segrue, managing director of Europe for Poster Publicity, specialists in out-of-home media, many advertisers were avoiding airport media, but the outlook is getting better. "Asia seems set as one of the strongest growing airport markets globally, and the outlook for a strong recovery in international travelers for Europe remains positive," according to Segrue.

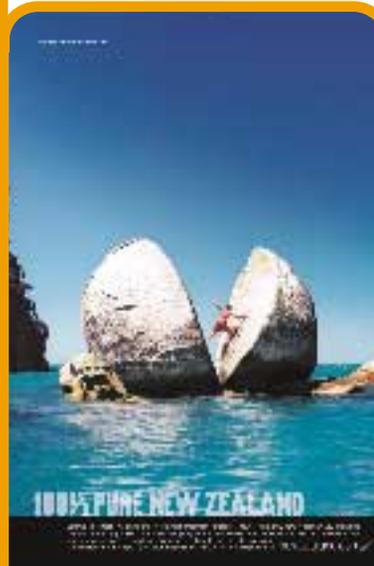
Lawrence adds, "Most of the growth we are seeing is from tourist boards.... Many destinations are seeking to stimulate the travel market as a whole.... In contrast, airlines are still experiencing difficult market conditions, and though some are still very active with above-the-line campaigns, this particular category has a way to go to return to form."

Mick Buckley, VP-commercial director, CNBC Europe, agrees that "travel remains a tough environment, particularly travel transport. However, we are seeing an upwards trend in the business traveler, tourist, and travel destinations, which are beginning to invest in marketing

activity. Up-and-coming regions are beginning to invest to attract tourists and business travelers, for example, Eastern Europe and the Middle East."

Tourism New Zealand is stepping up its advertising in key international markets to target travelers interested in activities off the beaten track.

Ads by M&C Saatchi, Auckland, feature New Zealand's magnificent outdoors.



To remain competitive and attractive, many networks are creating new programming, ranging from travel news for business and leisure travelers as well as feature programs, and are finding new ways to partner with advertisers.

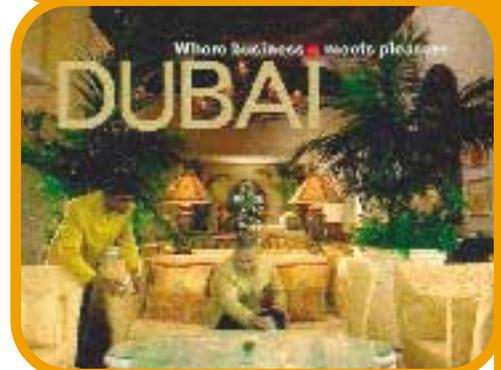
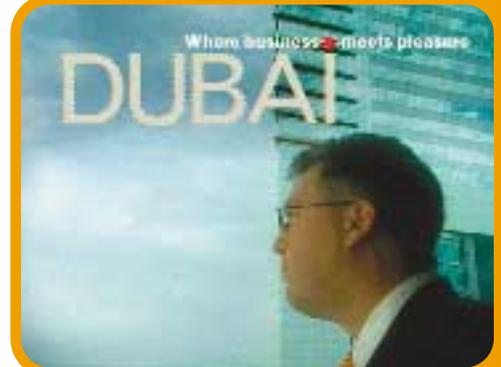
While historically television may have been viewed as an expensive option, “we have been able to offer creative and production services to clients, helping them to bring campaigns to television,” Lawrence says.

This is happening as many advertisers within the category are becoming more sophisticated marketers, segmenting messages, as well as developing their destination as a brand, he notes. “Adventure, culture, and eco-tourism may well be demanded alongside luxury and exclusivity,” opening the door for this new programming.

Other channels, such as EuroNews, are finding interest in more longer-format spots to allow destinations to showcase what they have to offer in a more leisurely time frame rather than quick snapshots.

These efforts as well as the desires of advertisers to start spending again are resulting in new and growing budgets. In

Dubai is targeting business decision makers in Europe and Asia with a TV campaign positioning the market as the new trading center of the world.



fact, entirely new budgets have been promised from the governments of the world’s two largest ad markets, and other destinations are gearing up. Earlier this year, the U.S. Department of Commerce was appropriated \$50 million for an international travel and tourism marketing and promotion campaign to attract travelers to the U.S. The campaign will focus on

The fight to get tourism moving seems to be going very strong.

five markets: Canada, Mexico, the U.K., Japan, and Germany because these countries historically have sent the most travelers to the U.S., and they represent 75% of the international travelers hosted last year.

Although no specific start date nor decisions about how the budget will be divided among different marketing activities have been announced yet, the campaign will include market and evaluation research, consumer and trade advertising, and promotional efforts.

It's an important program for the country since the U.S. travel and tourism industry is the fourth largest export for the U.S. economy, responsible for approximately 17 million direct and indirect travel-related jobs. Travel and tourism generated \$84 billion in exports in 2002.

Attracting international visitors may be even more important for Japan, never one of the biggest tourist

destinations for foreign visitors. But the government wants to change that with a goal of doubling international tourists by the year 2010. The hope is that tourism can help pull Japan out of its ongoing economic slump. The "Visit Japan" campaign, a \$167 million multi-faceted program to turn Japan into a top tourist destination, was launched in April 2003. The budget includes more than traditional marketing and advertising to improve



the infrastructure itself and indicates the country's commitment to turn tourism

into a thriving and economically beneficial industry for the country.

In the Mideast, Dubai is leading the way, positioning itself as a center for business and commerce. Dubai Civil Aviation and Dubai 2003 worked with CNBC to create an integrated package targeting business decision makers in Europe and Asia. The year-long campaign, called "Why Dubai?" includes one-minute sponsored vignettes, which are interviews of affluent professionals who have relocated to Dubai; a series

One airline targeting business travelers is Continental Airlines with outdoor boards appearing in London at Gatwick Airport and at Victoria Railway Station. The ad was placed by Poster Publicity.

of traditional commercials; and online advertising.

The creative was handled

by CNBC Europe's in-house marketing team, Creative Solutions, and RudaizkyRyan.

Many destinations in Asia/Pacific are either planning campaigns or started advertising in late summer to encourage travelers to think about Asia again after the disastrous effects of SARS.

"The fight to get tourism moving seems to be going very strong," says Ricky Ow, head of sales & marketing in Singapore for Sony Pictures Television International.

"Various government travel agencies have announced huge increases in budget to promote travel and to get it back to a pre-SARS situation. Hong Kong, Malaysia, Singapore, and Thailand have all announced big efforts to bring tourists back to boost their local economy."

Others that have plans include Hawaii, New Zealand, and the Pacific Asia Travel Association (PATA).

"We expect a good media mix of 'B2B' and 'B2C' media being bought to bring in both business and leisure travelers," Ow adds, with some very innovative marketing being done.



He cited the efforts by Malaysia, one of the most active advertisers in the region, as a good example. In addition to traditional program sponsorship, Malaysia is creating or bringing in international sporting events and turning them into TV events to showcase Kuala Lumpur as a mega city.

"[They are] turning Kuala Lumpur into a mega playground for adventure athletes. [It's] a truly innovative way of selling Kuala Lumpur," Ow says. "Such clever positioning and execution have created a positive impact on the Malaysia brand. One that is full of excitement and fun."

For the first time this year, New Zealand is taking what it calls a "brand only" approach, moving away from joint creative with airlines and travel wholesalers that involved a combination of messages while featuring the "100% pure New Zealand" logo.

"We are still encouraging them to advertise at the same

times as we are to increase the impact," explains Miranda Nicol, marketing communications manager for Tourism New Zealand in the U.S., a market deemed to offer great potential for growth and thus getting a big portion of the ad budget. Other important markets

The "100% pure" global campaign... is designed to get people thinking about New Zealand and what it means.

include Australia, Japan, and the U.K.

The "100% pure" global campaign, created by M&C Saatchi in Auckland, is not designed so much to put people on planes as to just get them thinking about New Zealand and what it

The Hong Kong Tourism Board encourages travelers to return to the city with this global TV commercial, themed "Live it, love it" running in major markets. Film star Jackie Chan acts as spokesman inviting people to visit this diverse and sophisticated city. Advertising is by Foote Cone & Belding, Hong Kong.

means, Nicol says. Ads are aimed at so-called "interactive travelers," described by Minister of Tourism Mark Burton as "high-yield guests [who] are environmentally aware, interested in activities that are off the beaten track, and want to engage with our culture and heritage."

While specific markets are a major focus, and media buys are concentrated in leading national newspaper, magazines, TV networks, and outdoor in key markets, the campaign also includes some regional TV.

PATA too is taking both regional and national approaches. In September, PATA began sponsoring a new series of features, called Asia Pacific Guides, on BBC World on the channel's Asia Pacific and Europe feeds. The series of eight 60-second vignettes features key destinations in the region and were created using

footage from National Tourism Organizations of Australia, Canada, Hong Kong, India, Macau, Malaysia, Singapore, and Taiwan.

PATA President-CEO Peter de Jong says the vignettes are expected to "play an important role in rebuilding consumer and business confidence in travel to and within the region."

PATA's "Project Phoenix," as its recovery effort was named, also partnered with CNN, *Time*, and *Fortune* to tell viewers and readers "Welcome back" to Asia/Pacific in a global campaign by TBWA-ISC/Malaysia.

Although total spending levels have not climbed back to the record levels of the heady days of 2000—and some believe they may never do so—the trend is again on the rise—certainly a good sign for a category that is so important to international media. ●



What started out as fairly straightforward selling and servicing arrangements has evolved into complex robust relationships involving totally integrated marketing, media, and client servicing strategies.

An important part of today's advertising, marketing, and media world, strategic partnerships have come a long way from the days when a broadcast company linked with a print powerhouse to offer a multi-media package and when agencies had loose arrangements with other agencies to handle client needs they couldn't handle themselves.

Today, the rules are different. Today, relationships must be more than convenient shortcuts. They are truly strategic and true partnerships and as a result truly powerful. They may encompass new elements whether sports or entertainment or product placement or the next yet unidentified important element

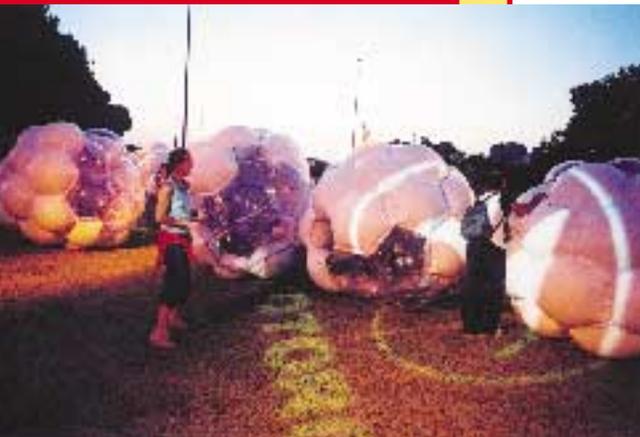


today's rules for powerful strategic partnerships

just on the horizon. For sure, they are more than just advertising and media buys. At the early stages of development, many partnerships are breaking new ground as they take different configurations and are customized for mutual benefit.

internationalist examines a couple of relationships of today that demonstrate new rules: Motorola's unprecedented partnership with MTV Networks and Shell Group's first forays. Agency search consultants weigh in about strategic partnerships among the oldest of partners, that of agency and client. And in the Commentary that follows on page 25, Dentsu's Fumio Oshima writes about how Dentsu has chosen to globalize by aligning with strategic partners.

None these alliances are alike, but the factors that make them powerful and valuable are the symbiosis and customization that bring the greatest benefits to both partners—and in the view of experts what makes today's rules essential for future success.



The Motorola-MTV partnership is much more than television for the handset marketer. The Motorola brand gained great exposure as part of the "Isle of MTV" tour that travels to clubs and beach resorts in major European cities, where international dance artists join with local DJs for an ultimate club night attracting thousands of young people.



mtv and motorola in sync

When MTV International and Motorola signed a three-year US\$75 million alliance last March, they began the largest marketing collaboration each had ever entered. For MTV, it extends the network's programming from the living room to people on the move in Motorola's wireless world. For Motorola, it gets the brand up front and center with hundreds of millions of youth

all around the world.

"We made a very conscious decision to make this a strategic partnership and not a media partnership," says Janet A. Fitzpatrick, VP-general manager of worldwide strategic marketing for the Motorola Personal Communications Sector. "It cuts across many areas."

Testament to that is the fact that events and other components are well underway, even before the first traditional commercial has appeared. Indeed, the various and separate components are customized to each country and culture.

In the mix are unique cutting edge programming, Web elements, mega-parties attracting thousands, contests, one-touch phone downloads with special themed packages for ring tones, screensavers and wallpapers, MTV Motorola text and video clips about new artists sent periodically, interactive lights tied to game applications and music.

In announcing the partnership, Bill Roedy, president of MTV Networks International, said, "This alliance celebrates MTV and Motorola's focus on a total lifestyle connection with our youth audiences...MTV is the only media brand that can deliver this all-encompassing experience to young people across multiple media platforms. Motorola's commitment to being a leading innovator in the wireless space makes them a compelling partner."

Fitzpatrick explains that the relationship works well because it capitalizes on the strength of each partner, MTV's connection with youth and Motorola's mobile distribution channel.

"It's not just buying the channels of communication that MTV offers. It's very much a symbiotic brand partnership. We have strong

claims in the same equity areas that are extremely complementary," she says. "We're a powerful force in Asia. They are a very powerful force in Europe. Jointly the brands added up to a very strong story."

Dave Clark, MTV's VP-global marketing partnerships, adds, "One of our objectives has been to leverage a key competitive strength, which is our scale. We have a very integrated marketing platform that works all over the world, a strongly, global strategy but local execution."

MTV channels are locally programmed, and events and online activities are all local. "We can offer both the scale and the local integration. If you listen to people complain about global deals, there is this perceived tradeoff of global vs. local. If you're too global, then you're sacrificing your ability to execute locally; if you're too local, then you're not leveraging scale. The question shouldn't be global or local," Clark maintains. "It's how good you are at doing both."

He says Motorola's mobile phone expertise is very important to the MTV audience, and that is an area of growth potential for MTV. "There is a lot they are offering us."

On the other hand, MTV can help Motorola improve its brand image by getting the phone more integrated into pop and youth culture as a whole, he says.

With creative by Ogilvy & Mather and media handled by MindShare and Universal McCann, the program is executed around the world by regional teams that determine what works best in each region and even each country. Fitzgerald's group provides coordination, strategic vision, and support but such an effort can't be centralized, Fitzgerald says, although "you do need cohesion."

Even though it's still early days, she is extremely pleased with both the "outputs and the tonality of the partnership. We are getting some extremely positive feedback."

And MTV is pleased too. "A lot is happening. It's working out really well," Clark says, "and we're just getting started."

shell group ready for more strategic partnerships

The Shell Group is just at the beginning of looking for new and different ways of getting its message out, including strategic partnerships to make

Seeking non-traditional ways to work with media, Shell distributed a mini-version of its social environmental report in international consumer magazines to gain a wider than normal audience.



For the fourth year, Shell partners with The Economist to offer a \$20,000 prize for a 2,000-word essay on a timely topic. The contest is open to the public.



This year's topic: "Do We Need Nature?"

the Shell brand and story "unavoidable," so says Judy Everett, who works as part of Shell Group's corporate identity responsible for managing global advertising.

Shell's first foray in a strategic program is with *The Economist*, centering around a contest that awards a \$20,000 prize annually to the winner of a writing contest on a specific topic that Shell deems important. Ads inviting participation run in a variety of publications. So far, Shell's additional use of the winning essay has been minimal, but, says Everett, there are a range of things we could do.

Everett says, "We're looking for more integration, and strategic partnerships are something interesting to us. We would like to do more along the lines of *The Economist*, but that doesn't mean we are looking for more writing contests. It

means we are looking for interesting ways to partner with our media channels, to work with them in a very integrated way."

Shell's corporate campaign that includes a variety of print and TV executions centers around reaching Shell stakeholders, or "global special publics," as Everett describes them, which influence the environment Shell operates in through legislation, comment, and action.

"We have so many messages hitting us that you have to be innovative in how you speak to people and how you reach people," she says. "Doing the same thing over and over again isn't effective. You won't get good results at the end of the day."

That's why Shell is looking for new ways to make an impact. The objective is to engage people, to be open, and to encourage a conversation and dialogue. This is a commitment from the chairman down, Everett says. "If you don't allow people the freedom to come up with new and interesting ways to do this, you're in danger of treading water."

"For us there isn't a one-size-fits-all approach. We have different layers, one is global, and we use media and agencies to get across our global objectives. We use a different approach when we go to different countries."

What's next for Shell is an evolving program that integrates even more different creative

channels in effective and imaginative ways, and that's where Shell is looking for strategic partners to get its message to target audiences.

agency search consultants weigh in

While fair compensation and other factors contribute to making strategic partnerships strong, like mindsets and shared goals are at the core of a healthy marriage.

That's the opinion of several agency search consultants, whose livelihood depends on making good matches. Despite the often strong opinions just the idea their existence sometimes elicits, agency search consultants can be a valuable source of information especially about the ingredients for a good strategic partnership.

And regardless of the industry's feeling about their role, they are here to stay. At a recent meeting hosted by AdForum.com, a group of consultants representing 21 consulting firms handled over 485 assignments in the past 12 months. This represented new business billings in excess of \$4.5 billion.

Estimates of how much business actually goes through consultants annually vary widely. According to Hervé C. de Clerk, founder of AdForum.com, a provider of information about the advertising business, while it is generally accepted that fewer than 25% of new business pitches go through consultants, "when you interview [the top ten] networks, they admit that over 80% of their new business comes through consultants." And, he adds, there are not many global pitches these days that are not organized by consultants.

In an informal survey of several consultants about the key ingredients to a strong agency-client partnership, they said it might sound like an obvious answer but finding the right partner in the first place is the start. Although the consultants surveyed come from different parts of the world, their views are strikingly similar.

And for the most part, they agree that the same principles apply to both creative and media agencies although they say that because media buys are so price-driven, costs may more frequently be a bigger issue and cause for changing partners.



A series of corporate commercials features Shell employees putting the company's business principles into practice to show commitment to protecting the environment and communities while meeting today's energy requirements.



“Look for a sensible mix between a solid marriage and a love affair” is the succinct advice of Hein Becht, president, SCAN Management Consultants, Amsterdam.

And perhaps unlike a personal relationship, it should begin with a thorough, objective evaluation of present and future needs and an examination of the current relationships and its fit or lack of fit, the consultants say.

“Right” partners must be open with each other, must have a defined goal and shared vision, and have a lot of things in common, they add, saying this all seems like common sense, but is often ignored.

“We are firm believers in transparency—that the agency must share with the client everything—except their individual salaries which is going too far,” says Greg Paull, principal, R3 Asia Pacific, Singapore.

And care should be taken to assure the relationship is between organizations and not individuals, they emphasize.

Bernard Petit, president, Videotheque, Paris, cites the key three areas of importance: structural, professional, and cultural. The first two are relatively easy to match up, but cultural is more complex, more difficult to evaluate and more important now than ever before, he says.

“Most international clients are now in the second phase of their international development, where the objective is to sustain growth through effective marketing communications policies in every country. Phase one was more about discipline and efficiency, such as imposing best practices and a global approach in countries previously accustomed to local approaches and maximum freedom in copy development. Power was the main attribute requested from an international agency partner in phase one. Sensitivity to different cultures is now a critical need as approaches are now much more multi-local than global.”

Becht echoes that belief: “Sensitivity to different cultures is a must unless efficiency has higher priority than effectiveness.”

Dick Roth, president, Roth Associates, New York, places great significance on commitment by both client and agency that it is a “team, having a defined goal and shared vision, good definition of roles and responsibilities, and an

operating principle of collaboration and joint ownership vs. individual ownerships and silos.”

And it must be more than simply advertising, says Becht. The two must agree on a strategic focus to add value to the client’s business, he says. “Agencies tend to stress their creative capabilities and geographical spread rather than presenting themselves as business partners. Strategic capabilities and understanding local cultures are more valuable to clients,” he says.

Both sides must provide strong leadership and be flexible to deal with complex international issues. “Rigid systems can get in the way of the right balance between global and local and can seriously de-motivate people at the front lines on both sides,” Becht says.

Petit notes that the power and discipline needed to be delivered by the agency in phase one can result in a severe “drying” of local initiative and strategic and creative input. Then local markets expect all ideas to come from the center, and it becomes difficult to nourish the thinking. To avoid this situation, frequent contact, exchange of information, and openness are key, he advises.

And then there is the issue of compensation. “We think agencies that perform exceptionally should be paid exceptionally,” comments Paull. And when efficiencies are trying to be achieved, which is important, that “doesn’t mean ‘everything is made in New York.’”

As to why relationships break down, the major “macro” reason is that no one is charged with the responsibility for the management and health of the relationship, someone who has the authority to provide governance, says Roth. He believes ownership of the relationship should be shared by a senior executive for each partner.

“Micro” reasons can range from an agency failing to improve the quality of a weak branch office in a strategically important market to strategic or creative overpromising or underperforming, points out Becht.

In Asia, relationships fundamentally break down because of loss of trust, says Paull. “The Asian aspect of ‘face’ should not be underestimated. When an Asian client no longer feels they can trust their agency, there is no return.” “The old principle is true,” says Petit. “Accounts are won on creative and lost on service.” ●



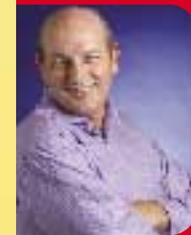
hein becht

PRESIDENT
SCAN Management
Consultants
AMSTERDAM

hervé c.
de clerk



FOUNDER
AdForum.com
PARIS



greg paull

PRINCIPAL
R3 Asia Pacific
SINGAPORE

bernard
petit



PRESIDENT
Videotheque
PARIS



dick roth

PRESIDENT
Roth Associates
NEW YORK

aligning with strategic partners

Globalization is not an end unto itself. It is a means to the end of satisfying the demand for top line growth. At Dentsu, that demand is driven by our clients. We do whatever is necessary to help them achieve the growth they seek. Often, that means extending our services to global markets.

Dentsu has chosen to globalize by aligning with strategic partners. It is an approach that gives us valuable benefits. We gain access to local knowledge and global talent, introductions to clients, shared investment in infrastructure, tools and resources, and more prudent financial exposure. Strategic partnerships give us the ability to place client service specialists into hospitable environments that are well-attuned to local markets.

Of course, we sacrifice some of the advantages of majority ownership and operational autonomy. A strategic partnership is a balancing act. Each partner must recognize and respect the other's strategic priorities. You accept that there are some things you would do differently if you were doing them alone, and make the appropriate trade-offs.

Reciprocity is an important part of the equation. In return for international assistance, we help our strategic partners in Japan, the world's second largest consumer market. We also share our special expertise and experience in disciplines such as sports marketing and content development. For example, we have already formed a new company, International Sports & Entertainment, with our new strategic partner, Publicis.

Dentsu's first strategic relationship, with Young & Rubicam, recently celebrated its 20th anniversary. While there are no published statistics on the longevity of such partnerships, we feel confident that 20 years is a record in our industry. DY&R Asia, the joint venture agency, has had its ups and downs, as has every agency. But it continues to serve its clients well and to meet the needs of its parent companies.

In 2000, we entered into another strategic partnership with Bcom3, which comprised Dentsu, D'Arcy, and Leo Burnett. In 2002, that relationship evolved into a 15% ownership in Publicis, and a formidable new alliance

“ Each partner must recognize and respect the other's strategic priorities. ”

was formed with uniquely balanced strength in the world's three dominant markets—the U.S., Europe, and Asia. The Publicis relationship opens up a number of new opportunities to extend ourselves globally on behalf of our clients, and puts us in the company of like-minded people who share our enthusiasm for innovation and our willingness to take risks to break new ground.

Dentsu is one of the oldest agencies in the world, yet we see ourselves as the model for the agency of the future. We pioneered integrated marketing decades ago, not as a way to capture more of our clients' marketing budgets, but as a means to deliver what we call Total Marketing Solutions. Sports marketing, event management, and the convergence of marketing and entertainment are not new businesses for Dentsu. They are what we have done to meet the needs of our clients for generations.

Our use of strategic partnerships to provide global service is yet another way we are meeting the challenge to think and act differently. It is a model that has worked well for Dentsu in the past, and the Publicis relationship greatly expands our horizons. Strategic partnerships may not be the best approach for everyone, but we feel it is right for our corporate culture and, most importantly, for our clients. ●

Fumio Oshima is executive vice president of Dentsu Inc.



SUSAN POPPER

An *internationalist* interview How SAP addresses the global-local challenge

In just over three years, the German technology company SAP has not only achieved its goal of establishing itself as a strong global brand but has expanded its image well beyond the enterprise resource planning space it is best known for.

Evidence of that success is the brand's steady rise on the *BusinessWeek*/Interbrand Corp. ranking of the most valuable global brands. Most recently, SAP was ranked 35, increasing 14% in brand value in the most recent year measured. Says Susan Popper, SAP senior VP of integrated marketing communications, of the company prior to 2000, "We didn't have a single global look. We didn't have a single global campaign."

With over-all responsibility for global branding, advertising, collateral, Web, events, and relationship marketing, Popper has been instrumental in changing that.

Today, SAP has a different challenge. "At this point, we are in a position of leadership in the category, and now it's a matter of reaffirming the leadership position of the brand and being relevant for a changed environment," she says.

That calls for taking the planning closer to the market while still maintaining the brand consistency. "We see the pendulum swinging more back into the regions," Popper says. "We will continue to do advertising creative from the center but probably will have more local adaptations."

Decisions about the global campaigns are made in Frankfurt and New York, where Popper is based, working with Ogilvy & Mather and Mindshare, but they incorporate to a great degree the needs of the regions as a result of working closely with management in the markets.

And while there has always been room for adaptation, as a result of greater focus on small and medium businesses, which are more local, and a more collaborative way of working, the tight central control will loosen now that SAP has established a set of "rules and tools."

Another important factor was the consolidation of advertising at one global agency. It's important

to have "a single agency working with you around the world that understands the concept and SAP as a brand and helps us execute that in a relevant way from market to market. ...With media, we supervise and manage it from here but the budgets get planned locally," Popper says.

In some regions, there is a regional overlay, particularly in Latin America and Asia Pacific. "This complements what's being done in-country and gives coverage to countries that don't have individual budgets," she explains.

The company's current portfolio includes several different types of campaigns. It starts with a basic branding campaign. An outgrowth of the branding effort (and termed internally as the customer momentum campaign) is a series of some 25 ads, each featuring a different SAP customer providing concrete evidence that "the best run-businesses run SAP." The newest addition is a campaign aimed at small and medium-size businesses that is creating awareness in a new target area for the company.

In addition to running in global and regional publications, such as *BusinessWeek*, *CFO*, *CIO*, *Economist*, *Financial Times*, *Forbes*, *Fortune*, and the *Wall Street Journal*, the advertising also runs in leading national publications such as *Les Echos* in France and *Il Sole 24 Ore* in Italy.

Local markets can choose from different ads created globally. From there, they can adapt the ad in a variety of ways from simply modifying the visual or copy to adapting the concept. Popper's area signs off on everything, but the regions can take the lead.

She acknowledges that finding the right balance between global and local is a major challenge for

Susan Popper

*takes the SAP brand
to the next level.*





BRAND CAMPAIGN

SAP's basic branding campaign is designed to reinforce the company's leadership and help change perceptions about the company and its offerings. It appears in global, regional, and local media in many languages.

CUSTOMER REFERENCE CAMPAIGN

Global and local clients —more than 25—are featured in striking testimonial-style ads using black-and-white photography and bright yellow type. The ads run in print and at airports.

many advertisers these days. And, she adds that there is no magic formula. “We [find the right balance by working] with the countries very much on an ongoing basis to get a sense of their needs and their business issues. We make sure what we’re doing is relevant.”

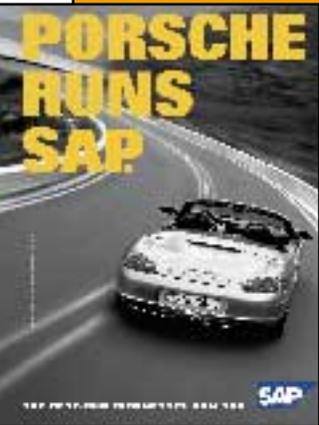
She has found the way to do that is to have “rules and tools” so that everyone uses the same language regardless of whether it’s a global or local campaign. Countries do what they need to do; her area insures it’s in keeping with the brand and up to a certain level of standards and quality.

And what about the added cost to do this?

“To me, there is a cost to *not* doing this,” she says, adding there is a cost to a lack of consistency and what that means to a global brand like SAP.

One thing that has made a big impression on her as she has built relationships with marketing directors and managers around the world is how interconnected they all are.

“In a global world you can’t think when something happens ‘over there,’ it has nothing to do with me. We’re all connected. We rely on each other for mutual success. And it gets more relevant every day.”



SMALL AND MEDIUM BUSINESS CAMPAIGN

A focus on small and medium business means that SAP must find ways to make sure its message is relevant to local markets yet consistent with its global strategy.



recognizing effectiveness in advertising

EACA Euro Effies 2003 gold winners

AUTOMOTIVE and BRAND LAUNCH
Client/Brand
Land Rover / Freelander
Agency
*Rainey Kelly Campbell Roalfe/YR,
London*



AUTOMOTIVE and BRAND REVITALIZATION
Client/Brand
BMG AG / MINI
Agency
Jung von Matt AG, Hamburg

BRAND INTEGRATION
Client/Brand
*SSL International-Durex /
Durex condoms*
Agency
McCann-Erickson, Manchester

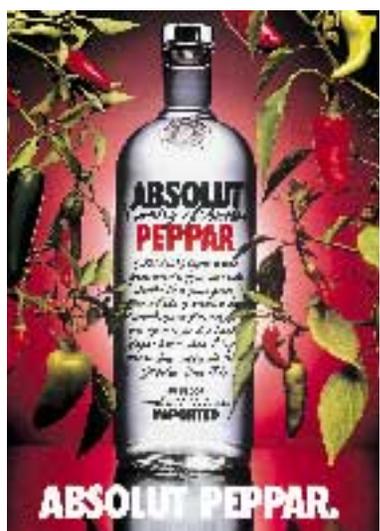


CONSUMER DURABLES
Client/Brand
*Nintendo of Europe /
Nintendo Gameboy Advance*
Agency
Leo Burnett, London

LONG-TERM EFFECTIVENESS
Client/Brand
The Absolut Co. / Absolut vodka
Agency
TBWA, Paris



CORPORATE and SMALL BUDGET
Client/Brand
The Economist / The Economist
Agency
AMV BBDO, London



AGENCY NETWORK OF THE YEAR
BBDO

*For this first-time award,
BBDO was cited for the breadth
of the agency network's
outstanding work, especially
from BBDO Düsseldorf and
AMV BBDO London.*

GRAND PRIX
Client/Brand
The Absolut Company / Absolut Vodka
Agency
TBWA, Paris



EACA Euro Effies 2003 bronze winners



AUTOMOTIVE
Client/Brand
Adam Opel AG / Opel Vectra
Agency
McCann-Erickson BCA, Frankfurt



AUTOMOTIVE
Client/Brand
Shell / V-Power Racing
Agency
J. Walter Thompson, London



TOILETRIES & BEAUTY
Client/Brand
Procter & Gamble / Head & Shoulders
Agency
Saatchi & Saatchi, London

EACA Euro Effies 2003 silver winners



CONSUMER DURABLES

Client/Brand

Saturn Gmbh / Saturn

Agency

Jung von Matt AG, Hamburg



FOOD & NON-ALCOHOLIC
BEVERAGES

Client/Brand

Frito-Lay / Doritos Dippas

Agency

AMV BBDO, London



FOOD & NON-ALCOHOLIC
BEVERAGES

Client/Brand

Wrigley Gmbh / Wrigley Airwaves

Agency

BBDO, Düsseldorf



LEISURE SERVICES

Client/Brand

Tourism Ireland /

The Island of Ireland

Agency

McCann-Erickson, London



PHARMACEUTICALS & HEALTHCARE

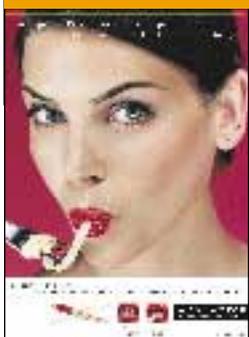
Client/Brand

SSL International-Durex /

Durex condoms

Agency

McCann-Erickson, Manchester



TOILETRIES

& BEAUTY

Client/Brand

Procter & Gamble / Max Factor

Agency

Leo Burnett, London



CONSUMER DURABLES

Client/Brand

Sara Lee Douwe Egberts & Philips / Senseo

Agency

Duval Guillaume, Brussels

food forethought

More policy makers are calling for bans on food advertising to children. Why is it that advertising gets the blame...and would a ban work anyway.

B Y
C H A R L I E
C R O W E

Over the last few months, the column inches once devoted to rants about excessive executive pay and corporate greed have subsided. Now, everyone is worried about waistlines. I'm not, however, referring to that recent success of the global branding of the Atkins Diet.

What is currently perplexing the policy makers is that age-old problem of how to make our children eat properly. The global agenda has moved on from fat cats to fat kids.

Childhood obesity is clearly a major issue in the West. The all-American portly school kid portrayed in the frames of Gary Larson cartoons has long been the norm rather than a parody.

And the "disease," as many policy journals now refer to obesity, is growing across Europe. In the U.K., less than half of British kids eat the necessary amount of fruits and vegetables. One in ten boys and a greater proportion of girls are classified as seriously overweight. Yes, a problem. But unfortunately the policy maker's response repeats a depressingly common refrain.

For many, the solution is to ban the advertising of fast food products to children. And many of the opponents to the fast food business go much further: More and more policy makers in the EU are

calling for a total ban on the advertising of fast food and convenience food products.

The World Health Organization has now prioritized the obesity "epidemic" as a "top ten global health risk" and has also called for more restrictions on food advertising.

We have seen this reaction many times before. Perhaps

The global agenda has moved on from fat cats to fat kids.

the best example is with the promotion of alcoholic drinks. In the U.K., the British Medical Association recently issued a resolution stating: "... because of the damaging effect alcohol has on the health of our society and the rising levels of binge drinking among the young, [we believe] that the government should legislate a ban on the advertising of alcohol as it has for cigarettes." The first stone is very clearly cast at the advertising industry.

But should this be?

If I were to suggest a re-draft that might actually do more good, it would go

*Charlie Crowe is
managing director
of C Squared.
The company
website is at
www.csquared.cc*



something like this: "... because of the damaging effects of excessive drinking, we urge the government to investigate the link between poverty and alcoholism, to end the arcane licensing laws that encourage binge drinking, to promote better labeling about the dangers of excess, to prosecute shopkeepers who sell booze to children, and, finally, to strengthen the customs service to prevent cheap and potentially dangerous fake alcohol brands from reaching U.K. shelves."

When it comes to the contentious issues of health and welfare, the global advertising business finds itself at the front of the firing line time and again. Perhaps advertisers and agencies should feel flattered. If banning advertising solved the problem, then the industry's opponents would seem to credit the art of commercial communication as having more power over an individual's well-being than the total sum of the millions of other complex political and societal factors.

But advertising is an easy target. And the fact that EU policy makers turn first to restricting advertising rather than suggesting health improvements to the actual products (such as legally

But these "easy target" arguments are not the only reasons to question the blanket calls for ad bans.

The World Federation of Advertisers has put it succinctly by saying that "there are no bad foods, just bad diets." And though we are beginning to understand and appreciate the link between advertising and consumption, there is currently no evidence to link advertising with over-consumption. (Norway and Belgium have three or four times fewer food ads per hour on average than Germany, Denmark, Finland, and the Netherlands, yet suffer from higher levels of obesity.)

The pro-ban lobby in the U.S. often claims that while \$7 billion is spent on advertising foods, the U.S. Department of Agriculture spends just a measly \$333 million on nutritional information advertising and research.

If this is meant to provide a reason to scale back the peddling of unhealthy foods to an uneducated public, then these statistics conveniently ignore the equally sizeable advertising dollars spent by the health and leisure industries, helping kids to get addicted to their favorite sporting heroes and

takes up around 15% of consumer income and naturally involves more repeat purchases than any other sector, there's a huge amount of brand switching and testing, and this means lots of good advertising.

A crude EU ban on the advertising output of just the main fast food chains would remove about \$3 billion from the European media economy and probably eradicate the commercial television industry in the process. It would also raise the prospect of banning any ad for a product aimed at kids that might have some contribution to obesity—from chocolate bars to Playstation.

But regardless of the pro-ban lobby, manufacturers are having to move with the times. McDonald's is serving up salads, and Kraft has announced major changes to make its products smaller and healthier.

Perhaps the marketing expertise of these companies will create a situation that will appease both sides.

Recently, a British newspaper ran a light-hearted feature to see whether ad agencies could create a new brand image for that old-fashioned and much-maligned foodstuff, lard.

Perhaps the exercise would be put to better effect if advertisers put their marketing expertise behind one of the age-old problems: Getting kids to eat healthy stuff. With a bit of good-old marketing, so despised by the regulators, is it possible kids may soon believe that there's nothing cooler than a carrot? ●

The whole debate over food advertising is as confused as it is polarized.

enforcing lower levels of sugar, saturated fats, or artificial additives, for example) may suggest that the ad business needs to employ better Brussels lobbyists.

adults to the latest abdominal crunch machine.

The whole debate over food advertising is as confused as it is polarized. Given food

the sponsorship game

With billions of dollars at stake, it's time for the sports industry to have research that matches up sports and brands.

BY
DAVID
KILBURN

This summer, spectators of that most English of games, cricket, were surprised to see the pink square logo of Haier, a company few would recognize, decorating the whites of players from the Worcestershire County Cricket Club at many of their home matches.

Haier hails from the Chinese city of Qingdao, a modern metropolis of 8 million people, and has emerged recently as the world's fifth largest maker of white goods, televisions, and telephones.

Zhang Ruimin, Haier chairman-CEO, believes that success hinges on creating a

nearly 1 billion people—almost the entire nation—saw David Beckham debut for Real Madrid on their TV sets and launch a vast new market for the club's shirts and branded soccer merchandise.

According to FIFA, the official global governing body of soccer, a similar number worldwide watched last year's World Cup final on television to the delight of South Korea's Hyundai Motor Group, a main sponsor.

Clearly sports and sporting events are becoming important ways to establish and grow brands, both globally and locally.

"Companies focused on developing global consumer brands will continue to regard sponsorship as one of the most effective means of delivering consistent, global marketing communications programs," says Andrew McLean, chief client officer worldwide, WPP's Mediaedge:cia. "It will also be seen as an effective means of opening up new markets." In China, sports sponsorship may be the best platform for connecting with the country's 300 million sports fans, he says.

Sports sponsorship has grown to a US \$16 billion business worldwide, according to U.K. research firm Ipsos-RSL. And more is expected—

up to US \$20 billion by 2010. And even these figures are low when other costs, such as advertising and special promotions, are included. For example, Ipsos-RSL estimates that companies in the U.K. spend three times the bare sponsorship fees when related marketing costs are included.

Yet, despite the multi-million dollar price tags, advertisers have so far lacked tools to determine how well a sport or event fits their brand, or how best to use it.

Now there is new research on consumer attitudes and behavior toward sports and how these impact sponsors' brands from sports specialists companies within WPP

Nike purchasers are more interested in World Rally Car racing than Reebok purchasers.

Sources: WPP Group's SportZ study.



Soccer great David Beckham is featured prominently in Vodafone advertising in Japan, where he is greatly admired. In this transit ad by J. Walter Thompson, Beckham wears his Manchester United uniform but no reference is made to him in the copy that promotes the J-Phone as the No. 1 camera phone in Japan.

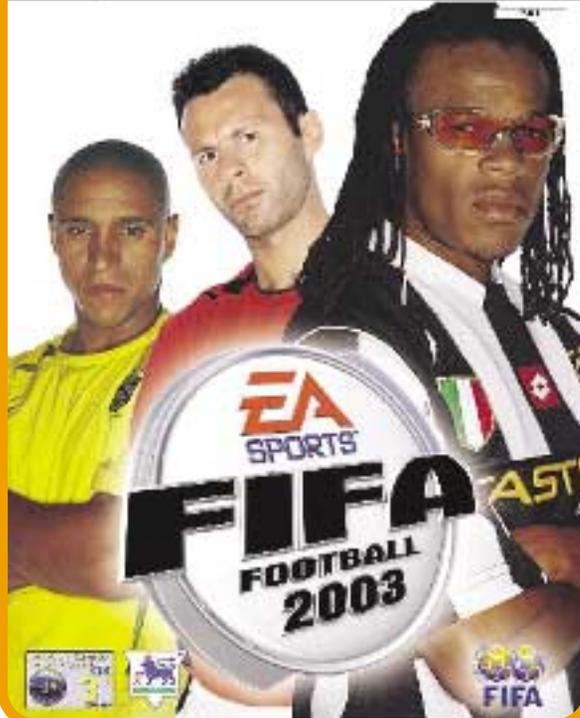
localized brand name for Haier's products in each country. Few things are more English than cricket on a summer day.

Meanwhile, back in China

Group. Japanese agencies Dentsu and Hakuhodo, long involved in sports marketing, also are stepping up their activities and doing some research of their own.

A team of research, media, and sponsorship experts, all part of WPP, have created SportZ, the first global sports research to reveal what sports fans really think and feel about sports and sporting events as brands around the world. The companies include

PlayStation 2



With new research that links consumer attitudes and behavior to different sports, players such as Edgar Davids, Ryan Giggs and Roberto Carlos and sporting events of FIFA and other sporting organizations can be assessed and bought by media planners in the same way as TV programs and magazines.

fan. In Shanghai, 4.7 million core Olympics fans go to McDonald's; only 1 million go elsewhere.

The research also has implications for media planning. "It allows us to look at sporting

events, sporting teams, and sporting stars as distinct channels with their own personality in exactly the same way we would look at magazines or TV programs," says Andrew Meaden, general manager of WPP's MindShare in Japan. "We can now plan a brand's sponsorship of a tennis match or advertising on a football team's Internet site in same the way we would plan a fashion ad in *Vogue*."

Even without good research, sport has long been an intrinsic part of marketing for most large Japanese corporations,

due in part to initiatives by both Dentsu and Hakuhodo that date back to 1979 when Dentsu initiated a continuing

partnership with FIFA and produced the 1979 World Youth Tournament held in Japan.

The value obtained from global sponsorships is important to companies such as Matsushita and Toshiba, says Hidetoshi Maki, general manager of the iSe Department of Dentsu's Sports Marketing Division. But, says Maki, "I don't think we yet have the tools to measure the value of such sponsorships on all the different dimensions they operate."

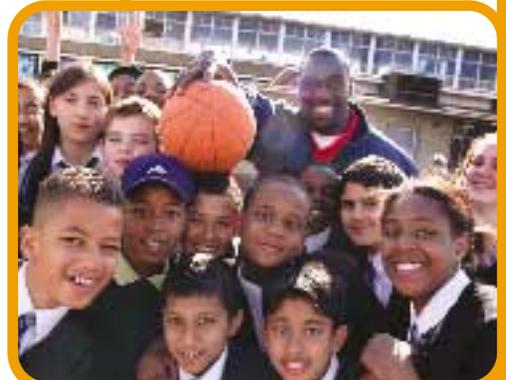
iSe (International Sports & Entertainment) is a new company formed jointly by Dentsu and Publicis Groupe to deploy Dentsu's sports expertise worldwide

by tailoring Japanese learning to the needs of marketers in other countries.

For many Japanese companies, consumer impact is not the only reason to sponsor major events. For

In France, Arsenal is as relevant a brand as Perrier.

example, Matsushita has used Olympics' sponsorship since 1988 to help promote B2B and professional products. "Recently, the Olympics has played a key role in marketing



Coca-Cola, associated with the Olympics for many years, partners with Youth Sport Trust and the British Olympic Association to bring new activities, equipment, and training—and Olympian Tony Jarrett—to Kingsbury High School in London to motivate young people to be more active.

Mediaedge:cia, Hill & Knowlton, Broadmind, Premiere, and Global SportNet.

The research, carried out by Millward Brown and BMRB and conducted among 21,000 sports fans in China, France, Japan, Germany, Italy, Spain, U.K., and U.S., aims to show potential sponsors how to identify the right sport for their brand and how lifestyles and values of fans relate to brand values.

In China, for example, Tsing Tao beer drinkers are 56% more likely to be interested in golf than the average sports

its giant Panasonic Astrovision screens for sports stadiums, public squares, airports, and exhibition halls,” Maki notes.

The Olympics also helps Matsushita promote and sell advanced studio equipment to television broadcasters worldwide in competition with Sony. “The B2B value of the Olympics is enormously important [as are] the values obtained through using the Olympics to reward employees and entertain customers and members of the trade,” Maki says.

Another Dentsu client, Toshiba became an official sponsor and IT partner for the 2002 Japan/Korea FIFA World Cup and will do the same in 2006 in Germany. “This is part of a strategy to sharpen the company’s image as a leading IT rather than a general consumer electronics company,” says Maki.

“The general awareness you get even from a cumulative audience of 30 billion viewers

In China, Tsing Tao drinkers are more likely than the average sports fan to like golf.

Source: WPP Group’s SportZ study.

is not crucial to Toshiba since its name is already widely known. What is valuable is the linkage to all the IT aspects, and there is also the value



of showcasing its newest products, and the very positive effects of morale within the company itself,” Maki adds.

On home turf, Dentsu and arch-rival Hakuhodo do much more than create advertising. They create tailor-made events for clients and often handle all aspects to pull off an event. Two of Japan’s premier sponsored sporting events, the Suntory Open Golf Tournament and the Toyota Cup, were developed by Dentsu. The Toyota Cup, a duel between the two top soccer teams from Europe and South America played in Tokyo, was developed by Dentsu to transform Toyota’s image from that of a domestic car maker to an international brand. The Suntory Open is one of many wide-ranging sporting and cultural events the liquor company supports as part of its corporate citizenship and cultural enrichment efforts.

Hakuhodo has focused its efforts more on the consumer and brands and less on the sale of media or advertising rights. The creation

Three highly regarded sports figures soccer stars David Beckham and Hidetoshi Nakata, and Formula 1 race car driver Michael Schumacher are seen at private moments in this magazine ad for Vodafone, which says, “Beckham, Nakata, Schumacher choose Vodafone.”

of J.League, Japan’s ten year-old professional soccer league, was planned by Hakuhodo and owes its success not only to sponsorship by major corporations but also by local firms and individuals in the home districts of each team.

Meanwhile in China, the organizers of the 2008 Beijing Olympics are already negotiating deals in the billion dollar range. The attractions of the world’s most populous marketplace now that it is a member of the World Trade Organization are a magnet for broadcasters and brands from around the world. Just as the Seoul Olympics in 1988 helped launch modern Korea and the likes of Samsung, Hyundai, and LG Electronics onto the world’s playing fields so too the Beijing Olympics will be expected to help Chinese companies take their own giant strides. ●

Michael
JOHNS TOKYO *SPI (Carat), Joint Managing Director*

1991 TOKYO Do-House
 1993 TOKYO Research International Japan
 1997 SHANGHAI Research International China
 2000 SEATTLE Global Market Insight
 2001 TOKYO Global Market Insight
 2002 TOKYO SPI (Carat)

John
WOODWARD HONG KONG *Leo Burnett Asia Pacific, Regional Planning Director*

1989 LONDON Leo Burnett
 1992 MILAN Leo Burnett
 1996 SYDNEY Leo Burnett
 2001 HONG KONG Leo Burnett

Alan
RUTHERFORD LONDON *Unilever Plc, Global Media Director*

1985 LONDON Dorlands
 1987 LONDON Ogilvy & Mather UK
 1994 LONDON Ogilvy & Mather Europe
 1998 LONDON Unilever Plc

James
GREET SYDNEY *OMD Australia, CEO*

1986 LONDON J. Walter Thompson
 1986 LONDON Lowe Howard Spink
 1989 LONDON FCO
 1991 LONDON New PHD
 1994 HONG KONG Saatchi & Saatchi China
 1997 LONDON Motive International (Part of BBH)
 2003 SYDNEY OMD

Philip
GOODSTEIN LONDON *Philip.G Ltd., Founder/Managing Director*

1970 LONDON Unilever
 1971 LONDON DMB&B
 1972 MILAN DMB&B
 1974 LONDON DMB&B
 1975 JOHANNESBURG DMB&B
 1977 LONDON DMB&B
 1979 JOHANNESBURG Ogilvy & Mather South Africa
 1985 LONDON Michael Peters Design Group
 1987 LONDON Addison Design Group
 1990 TAIPEI Ogilvy & Mather Taiwan
 1993 TOKYO Ogilvy & Mather Japan
 1995 BANGKOK Ogilvy & Mather Asia/Pacific
 1997 BEIJING Bozell Worldwide
 1999 LONDON Philip.G Ltd.

Rod
PULLEN SINGAPORE *Batey Group, Regional Director, Managing Director, CEO*

1976 LONDON Ogilvy & Mather
 1981 SINGAPORE Ogilvy & Mather
 1988 HONG KONG Ogilvy & Mather
 1990 SINGAPORE Batey Singapore
 1994 SINGAPORE Batey Group

Send your suggestions for people whose careers have taken them around the world to editorial@inter-national-ist.com.

united arab emirates



A little slice of California sandwiched between the region's most conservative countries

To make this Pantene

commercial acceptable in Saudi

Arabia, where face and hair

cannot be shown in the same

shot, Grey uses an extreme

closeup of the face and other

shots of hair from the back.

A woman's arms also must

be covered up to the wrists.



It's the strange little Arab country that's not really Arab, sandwiched between Saudi Arabia and Oman.

"It's important to know that 80% of the population of United Arab Emirates is expatriate, so Western values are present here much more than in other parts of the Gulf region," says Joe Saade, Dubai-based chief operating officer of Promoseven, the region's largest ad agency.

The U.S. government places UAE population at 2.4 million, with an estimated 50% South Asian, 23% citizens of other Arab nations, and 8% Westerners and East Asians. This polyglot culture is the choice of workers assigned to the region because of the comparatively liberal living conditions. "It's an easier place to live, than say, Riyadh or Jeddah," says Beirut-based Philippe Skaff, CEO and chief creative officer, Grey Worldwide's Middle East and North Africa network.

"The UAE is the most modern of the Gulf states. It's totally open, broad-minded and Westernized. In Dubai, you'd almost think you were in San Francisco," says Saade.

Yet, the UAE's small overall population makes custom-tailored advertising campaigns impractical. "While comparatively anything goes in the UAE, the close cultural, religious, and geographic links in the region mean we usually create one campaign for all," says Skaff. "As in the entire region, the most efficient way to reach people is through the regional satellite networks," adds Saade. "It's all pretty sanitized."

While there are few taboos except in Saudi Arabia, regional satellite communication is generally sensitive to the cultural and religious norms of the region, so most campaigns find the least offensive way in order to reach the largest markets.

"For example, in Saudi

Arabia, you cannot show a woman's face and her hair at the same time. Selling shampoo became a real art," says Skaff. The solution for Grey's Pantene commercial: show the woman from the back with a voiceover.

There are also great sensitivities about mixing men and women in social settings. People recall a Coke commercial that "outed" a common practice of young men and women communicating surreptitiously by exchanging phone numbers in shopping malls. Coke demonstrated this below-the-cultural-radar practice by showing a young man writing his phone number in the frost on a Coke bottle and handing it to a young woman. The ad, aired only once during a hotly contested football match in which the Saudis were trounced, generated infuriated letters to the editor and Coca-Cola company executives.

"I think it was a combination of openly portraying something parents don't want to admit is happening and the Saudi team being soundly beaten that combined for a very bad feeling," says one agency executive.

"With the advent of satellite TV, people are very savvy about Western values, and many Western products are marketed in much the same way they are worldwide," says Skaff.

However, he says, "People expect more 'out there' advertising [for Western brands], and they're not offended. What does turn them off are strained efforts to make brands more culturally friendly that simply don't work."

Fewer than 1% of the Gulf region agencies are staffed by Arab nationals, although that situation is slowly changing, says Skaff. It wasn't until the '90s that there really was much advertising going on here at all," he says.

But the region is liberalizing quickly in Saade's view: "Most of what you see on TV here today you wouldn't have dreamed of seeing just five or six years ago, and the envelope is getting pushed more every day." ●



● Most offices and stores close on Fridays, the Muslim holy day. The weekend is often Thursday and Friday or Friday and Saturday and sometimes Sunday.

● There are many religious sensitivities in the region. Nudity, explicit sexuality, and drinking are still social and marketing taboos.

● Most advertising is straightforward, and there is little tolerance for or understanding of innuendos and sarcasm.

Internationalists out and about in the U.K.



LONDON

At the first Fortune Polo Invitational at Guards Polo Club outside of London, Los Pinguinos of England took the trophy. Vertu was a sponsor of the event.



LONDON

Nikkei gathered industry executives for a conference on "Changing Japan." From left: Yoshihiko Shimada, Nikkei BP; Pernille Rudlin, Rudlin Consulting; Charlie Crowe, C Squared; Anthony Brondbjerg, Nikkei BP Europe; Yukoh Kawamura, Nikkei BP; Mainardo de Nardis, Mediaedge:cia.



LONDON

Eurosport celebrated the coming year of global sporting events and marketing with (above left) Stephen Sparrow, Jaguar Formula 1 Racing Team; and (above right, from left) David Evans and Michael Lams, both Eurosport; Vanessa Lidgett, MindShare.



LONDON

Having a ball at the IAA U.K. Ball is Nick Phillips, International Herald Tribune.



LONDON

Satisfying an increasingly voracious global appetite for news was the topic of the day at an IAA U.K. lunch with speaker Tony Maddox (2nd from right), CNN International, and attendees (from left): Jonathan Davies, CNN International; Adrian Vickers, IAA U.K. chapter president; (Maddox) and Elliott Polak, Text Appeal.



GRANGE PARK

On an excursion to see La Boheme at the Grange Park Opera Festival in the Hampshire countryside as guests of manager magazin are (from left) Antonio Bauza, Mediaedge:cia; Peter Wendt, F&C; Charlotte Boyd, Banner Corp.; Anna Arcarons, Mediaedge:cia; Jeannine Soeldner, IGP Ltd., Claire Corrigan, Carat International; and Carl Cullingford, IGP Ltd.

IAA Sweden Elects Chapter President

Attending the constitutional meeting for IAA Sweden, where Michael Karnig (right), karnig4media, was elected IAA Sweden chapter president were: Camilla Jonasson (left), Ehrenstråle, and Lotta Boman, Sandberg & Trygg.



Other attendees included Mats Rönne, Electrolux, and Kerstin Säll, SAS Scandinavian Airlines Systems.



CONNECTING WITH
CONNECT ALLIANCE

Publishers and international media representation firms discuss common issues at Connect Alliance's second annual meeting at Chateau Montvillargenne in Chantilly, France. (All names from left to right.)

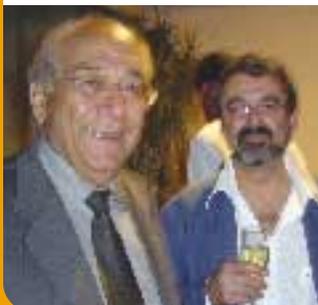
- 1 *Yoshi Ikegami (front row), Yomiuri Shimbun; Isamu Namikawa, Nihon Keizai Shimbun; Deborah Malone, internationalist; Britta Luigs, Bauer Media; Sabrina Sakakini, FWW; Laurent Briggs, Affinity Media.*
- 2 *Nick Edgley, Daily Telegraph*
- 3 *Päivi Nurmesniemi, KauppaLehti; Stefan Nero, Dagens Industri.*
- 4 *Lars Knutas, Bonnier Annon; Frédéric Lahalle, Affinity Media.*
- 5 *Per-Anders Gerdin, Bonnier Annon.*
- 6 *Lisbeth Olness, Dagens Naeringsliv.*
- 7 *Colin Smith, Oliver Smith & Partners; Dirk Van Roy, Roularta Media; Bernard Kedzierski, K. Media.*
- 8 *Michel Siegfried, National Geographic; Yoshi Ikegami, Yomiuri Shimbun; Ian Woster, Director Magazine.*
- 9 *Desmond Sowerby, Associated Newspapers; Charlie Crowe, C Squared.*
- 10 *Britta Luigs, Bauer Media; Bob Breen, Handelsblatt.*

IAA President Speaks in Paris

At an evening event hosted by the IAA France chapter, Jean-Claude Boulos, IAA worldwide president, discusses the future of the advertising industry at large and France's current role in the global picture.

Jean-Claude Boulos, IAA World President; Elie Ayoub, Ecole Supérieure de Publicité.

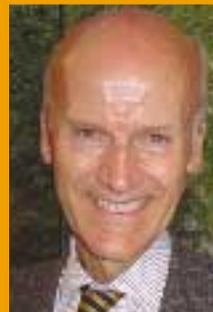
Elliot Polak, Text Appeal.



Jacques Bille, AACC & IAA European Union Affairs.



Michel Béjot, Bernard-Hertz-Béjot.



Bernard Bonnamour, Interdeco.



Bernard Petit, Videotheque and IAA Paris President.

Judith Harris, Ursula Grüber Translations.

BRUSSELS

The European advertising community gathered to celebrate the EACA Euro Effie winners, honoring effective advertising that builds brands across borders. (All names left to right.)

- 1 Bernard Barnett, Young & Rubicam; Malcolm Earnshaw, ISBA.
- 2 Sonia Marguin, Olivier de Montchenu, Catherine Candau, all EuroNews.
- 3 Simon Williams, WPP Group's icon Brand Navigation.
- 4 James Best, BMP DDB; Hamish Pringle, IPA.
- 5 Dominic Lyle, EACA; Anne de Baetzelier, guest presenter (anchor woman from VTM).
- 6 Konrad Maric, Maric & Rinaldini; Michael Himmer, Grey Worldwide; Michael Spallart, Sappi.
- 7 Actors representing sperm from the Durex condom winning commercial.
- 8 Mike Longhurst, Andreas Geyr, both McCann-Erickson.
- 9 Henning von Vieregge, German Association of Communications Agencies; Jiri Mikes, Czechia Association of Communication Agencies.
- 10 Julian Ingram, BBDO; Mary Lee Keane, New York American Marketing Assn.
- 11 Neill Lancaster, McCann-Erickson; Paul Rudge, Durex; Simon Buchanan, McCann-Erickson.





NEW YORK
 At the second annual AdForum Worldwide Summit, agency search consultants, agency and client execs take a break from working sessions. (All names left to right.)
 < Hervé de Clerck, AdForum.com; Nick Brien, Starcom Mediavest Group; Michael Bray, DDB Worldwide; Michael Lee, IAA.



Bob Jeffrey, J. Walter Thompson North America; Ann Fudge, Young & Rubicam; Suki Thompson, The Haystack Group.



Tim Lindsay, Lowe Worldwide; Sunita Gloster, Lowe Worldwide; Ken Kaess, DDB Worldwide; Jerry Judge, Lowe & Partners Worldwide; Cindy Gallop, Bartle Bogle Hegarty New York; John Hegarty, BBH.



CANNES
 Execs at partner agencies Dentsu and Publicis get together at a gathering during the International Advertising Festival: (from left) Elisabeth Christiansen, Daniel Forh, Antoine Barthuel, all Publicis; Toshiaki Nozue, Dentsu; Eve Magnant, Publicis; Hidetada Kochi, Megumi Niimura, both Dentsu; Jean-Yves Naouri, Publicis Worldwide.



NEW YORK
 Finance and marketing joined forces to discuss common issues at a panel discussion jointly sponsored by the New York chapter of the International Advertising Association and the Financial Communications Society. Among those attending (from left): Kimberlee Mertz, Deutsche Bank; Thorsten Schmidt; Instinet; Andy Fenning, Penn, Schoen & Berland; Erica Weed, Economist.



IAA New York launches "Talkshop"

- NEW YORK**
 Industry people catch up on the latest inside info at an informal gathering. (All names left to right.)
- 1 Caitlin Loeffler, Paul Godino, Shannon Lents, Beth Brecher—all CNN International.
 - 2 Justin Klamerus, Mak Radio.
 - 3 James McLeod, Redwood International.
 - 4 Paulo Lemgruber, AOL; Penny Scott, Time International; Sharon Gallacher, MindShare.
 - 5 Dick Soule and Christine Engelbrechtsen, both Sony Pictures Television International; Mark Ingall, Citibank.
 - 6 Wayne Moles, Marketing Drive Worldwide; Willy Morgan, AdMarket International.
 - 7 Ken Emerson, Bank of New York; Bill Duke, Duke International Media.
 - 8 Laine Siklos, Time International.

Ah, autumn in Paris. The leaves are turning, the dog poo is less slippery, and all minds have been on John Galliano's next creation for Dior, setting the city ablaze in a flurry of Jimmy Choos and flashy de Grisogono watches.

So, fall is a wonderful time here. It's when other people are working, and you are less likely to be run over by a skateboarding exchange student. Of course, you run the risk of being hit by another fashionista not looking where they're going behind dark Anna Wintour-style glasses and spiky Nazi-cut, but you have to pick your battles.

first stop

We'll pretend it's Monday and that means you've got to go haut, like to Le Queen on the Champs Elysées, and stay out all night at the Monday night party and dance with minxes and minxers, rolling into the office with sweat matte hair and a crumpled skirt or tie. Wait, that's not right.

your other first stop

The Four Seasons Hotel George V. All that tiny-room-over-priced business at the boutique hotels has finally run its course. We want it big, and we want it loud, and we want it cushy too, even if the place does look like a love child between Laura Ashley and Louis XV. That's why we like it. Florals are back, etc.

Upon arrival at the George V, it is important to remind yourself that just because you are not at the Plaza Athenee the world has not ended. You stay there in the summer when the red bougainvillea cascade across the terraces, obscuring the view of paparazzi trying to get shots of actor A in the suite upstairs. But this is fall, and you must work to the seasons. George V is a business hotel after all! It's more CEO than celebrity, which is a good thing. Ask for a room with courtyard view.

FOUR SEASONS HOTEL GEORGE V
31 avenue George V

le petit déjeuner

For lunch, it all depends on your scene. It's hard to pick because much is all wonderful. Lunch at the Hotel Costes is fun. Ask the hostess if DJ Stephane Pompougnac is around and tell him we say hi. He has a new album, and it's bound to be a winner. You can always ask Marc Ricci, another great but less well known DJ, to sign for you. He's really cool and always up for a laugh.

Buddha Bar is full of tourists now so best to avoid that one, and Nirvana never seemed to pick up the buzz of some of Claude Challe's earlier haunts.

HOTEL COSTES
239 rue St. Honore

later on

In the evening may we suggest two options—both typify the vigors of the Parisian scene. Maison Blanche is fantastic, situated on Avenue George V and with a lovely little terrace. La Suite is good too. Or try heading down a few arrondissements to Restaurant Georges at the Pompidou Center. The design is, er, aggressive, but the views from most tables are just incredible. Arriving early for an apéritif to watch the sun setle slowly over the city is nice.

The Eiffel Tower is a brilliance of sparkling lights every hour on the hour for the next year. It's partially visible from either location.

Every city has its legends, and Paris is no exception. Of particular lore is Davé, founder and owner

of the eponymous Davé. This place is out of control. First, for the power people watching, it's usually executives from the fashion world that everyone whispers about while they point their chopsticks into the dumplings. But mostly because Davé is completely, madly, clinically, yet wonderfully... crazy.

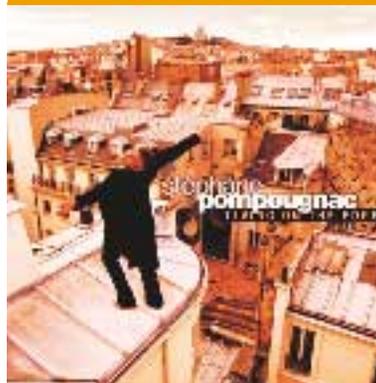
After being Yohji Yamamoto's first model in the 1970s, Davé built an empire of hidden strength in this fashion capital, crafting a Chinese restaurant of rich draperies and chipped china. It's not the sort of place you bring people who don't get

include Le Cabaret. It's standard international chic, with big bouncers and low ceilings slightly reminiscent of Alice in Wonderland. Music is good though. Cheshire cats grin at the cash register, counting mounds of Euros from your purchase of Hypnotiq, our favorite new liquor.

We wouldn't know personally, but apparently at 4 a.m. Pink Paradise "cabaret" is the place to be. Note: here it's about the scene, not the stage. Ladies, the ladies here don't wear much, so be prepared. In Paris, this is not unusual. Gentlemen, calm yourselves.

moving right along

All the shopping is still on Rue St. Honore for the designer stuff. The Joseph store always seems to have the best sales for both business and casual clothing. We're bored with Colette, but you'll probably wish to stop in. Annick Goutal. Diptyque. Frette.



DJ Stephane Pompougnac has released his sixth compilation for Hotel Costes and his first title album. Pick them up at Hotel Costes.

it. Fondling may occur, but go with the flow. Davé is one of the last great characters around, the Elaine of Paris.
DAVÉ
#12 Rue de Richelieu

the wee hours

After Davé, it's nice to see what the rest of the city is up to, and that should probably

Mmmm. 500 count Egyptian cotton. It's all there.

There's so much to Paris, you can't cover it in one week or one column. Maybe that's why the city of lights is always on the radar. But the best stuff, as always, is still below it. ●

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