

# the internationalist

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

NUMBER

2012

57

## MEDIA **visionaries**

Winning Cases Studies for Innovation in Media

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## A Snapshot of the World's Innovative Media Strategies

There's no question that innovation is central to today's marketing, and new concepts of media are re-shaping our world. Technology, globalization, an economic re-setting and a new sense of shared responsibility have contributed to larger consumer expectations and greater business demands. In fact, the very definition of media is changing—particularly in a world that now recognizes the significance of Paid/Owned/Earned/Shared.

This issue of **The Internationalist** showcases winning case studies from around the world. The diverse work, submitted from 50 of the world's cities, embody the following TEN TRENDS:

1. **Entertainment works.** Want to invite consumers into your world? Engage them, make them laugh, let the celebrity stars shine. Evoke fun!
2. **Reach them when the least expect it.** Find refreshing, surprising or useful new ways to connect—whether in the subway or in a traffic jam. Disruption is still key.
3. **Automotive is back!** Car ads are changing—they're making a difference and they're embracing new concepts
4. **Latin America on the rise.** We're seeing more top entries from Brazil, Argentina, Mexico, Chile, Colombia and Peru.
5. **Social media elements are critical.** They play an ever-increasing role in successful campaigns today. Community Matters.
6. **Niche markets can make a difference and influence mass ones.** Don't underestimate the impact of specialty sectors or ethnic markets.
7. **A Seriousness of Purpose comes through in many of these campaigns,** as does the notion of responsibility and giving back.
8. **Don't hesitate to Educate.** Many consumers want greater knowledge or more information... yet they respond best to messages are compelling and meaningful.
9. **Technology enhances so many of today's experiences.** Many consumers, though, don't want it to overwhelm. Finding a winning balance is critical.
10. **Serendipity.** Some winning campaigns weren't afraid to take advantage of coincidences... often resulting in a risk that paid off.

*Congratulations to all winners! They are reshaping today's notions of marketing success.*

*Deb Malone  
Founder*

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# CoreBrand Ranks Corporate Brand Power

Each spring, CoreBrand publishes its Brand Power Rankings. This list highlights the world's best corporate brands from 800 companies tracked by CoreBrand and evaluated through 8,000 phone interviews among business leaders who provide perceptions of the world's best corporations as brands. Key indicators include Overall Reputation, Perception of Management and Investment Potential.

Among the insights gleaned from this extraordinary list:

**Differentiation as Strength:** Even in a difficult economic climate, brands continue to create critical differentiation for companies that understand how to capitalize on brand strength. Some companies benefit from brands seen as lower-cost alternatives, while others stretch their brands to insure wider appeal. As a rule, the companies that thrive actively manage their brands with course corrections in response to their customers' needs.

**Stability:** Companies within the CoreBrand Brand Power Top 100 have generally seen their ranking increase over the years. The average company has increased 7 positions since 2008, but only 1 position since 2010. This indicates that the top 100 have been more stable in the most recent year than in the past three.

**Focus on Food:** Since 2008, Nestle is the most improved corporate food brand-- gaining 32 positions as **Sara Lee** and **Kraft Foods** have gained 27 and 21 positions respectively. Foods companies represent 3 of the top 5 ranked brands in the study with **Hershey** ranked second, **Campbell Soup** ranked fourth and **Kellogg's** ranking fifth. In the past year, there have not been big moves within the category, with no company moving more than 5 positions. Regardless of economic conditions, food remains a consumer staple with strong brand perceptions.

To see the complete list go to: <http://www.corebrand.com>

COMPANY	2011 RANK	2010 RANK	10-11 VARIATION	2008 RANK	08-11 VARIATION	INDUSTRY
Coca-Cola	1	1	0	1	0	Beverages
Hershey	2	2	0	4	2	Food
Harley-Davidson	3	5	2	3	0	Hotel & Entertainment
Campbell Soup	4	3	-1	5	1	Food
Kellogg	5	7	2	10	5	Food
Johnson & Johnson	6	4	-2	2	-4	Medical Supplies & Services
Bayer	7	10	3	17	10	Chemicals
Hallmark Cards	8	6	-2	6	-2	Publishing & Printing
UPS	9	9	0	7	-2	Transportation
Colgate-Palmolive	10	8	-2	8	-2	Toiletries, Household Products

COMPANY	2011 RANK	2010 RANK	10-11 VARIATION	2008 RANK	08-11 VARIATION	INDUSTRY
PepsiCo	11	13	2	19	8	Beverages
American Express	12	11	-1	11	-1	Diversified Financial
FedEx	13	12	-1	9	-4	Transportation
Walt Disney	14	17	3	29	15	Hotel & Entertainment
Wal-Mart Stores	15	18	3	30	15	Retailers
BMW	16	14	-2	12	-4	Motor Vehicles
Gillette	17	22	5	37	20	Toiletries, Household Products
McDonald's	18	24	6	46	28	Restaurants
Honda	19	19	0	16	-3	Motor Vehicles
Land O'Lakes	20	16	-4	13	-7	Food
MasterCard	21	20	-1	32	11	Diversified Financial
Visa	22	15	-7	25	3	Diversified Financial
Revlon	23	21	-2	34	11	Toiletries, Household Products
General Electric	24	25	1	26	2	Electronics, Electrical Equipment
General Mills	25	26	1	23	-2	Food
Quaker Oats	26	23	-3	28	2	Food
Volkswagen	27	29	2	21	-6	Motor Vehicles
Microsoft	28	42	14	57	29	Computer Software
Estee Lauder	29	31	2	35	6	Toiletries, Household Products
Starbucks	30	28	-2	14	-16	Restaurants
Volvo	31	30	-1	27	-4	Motor Vehicles
Sony	32	32	0	22	-10	Electronics, Electrical Equipment
Apple	33	53	20	95	62	Computers & Peripherals
Lowe's	34	39	5	39	5	Retailers
Fruit of the Loom	35	37	2	45	10	Apparel, Shoes
Barnes & Noble	36	34	-2	36	0	Retailers
Del Monte Foods	37	40	3	42	5	Food
Toyota	38	36	-2	15	-23	Motor Vehicles
AT&T	39	43	4	74	35	Telecommunications
Duracell	40	47	7	71	31	Electronics, Electrical Equipment
Avon Products	41	52	11	94	53	Toiletries, Household Products
Mattel	42	35	-7	31	-11	Hotel & Entertainment
Target	43	41	-2	40	-3	Retailers
NBC	44	27	-17	18	-26	Hotel & Entertainment
Yahoo	45	61	16	91	46	Internet
Eastman Kodak	46	67	21	70	24	Scient, Photo, Cnt Eq
Anheuser-Busch	47	38	-9	33	-14	Beverages
Nestlé	48	51	3	80	32	Food
L'Oréal	49	46	-3	55	6	Toiletries, Household Products
Home Depot	50	49	-1	60	10	Retailers

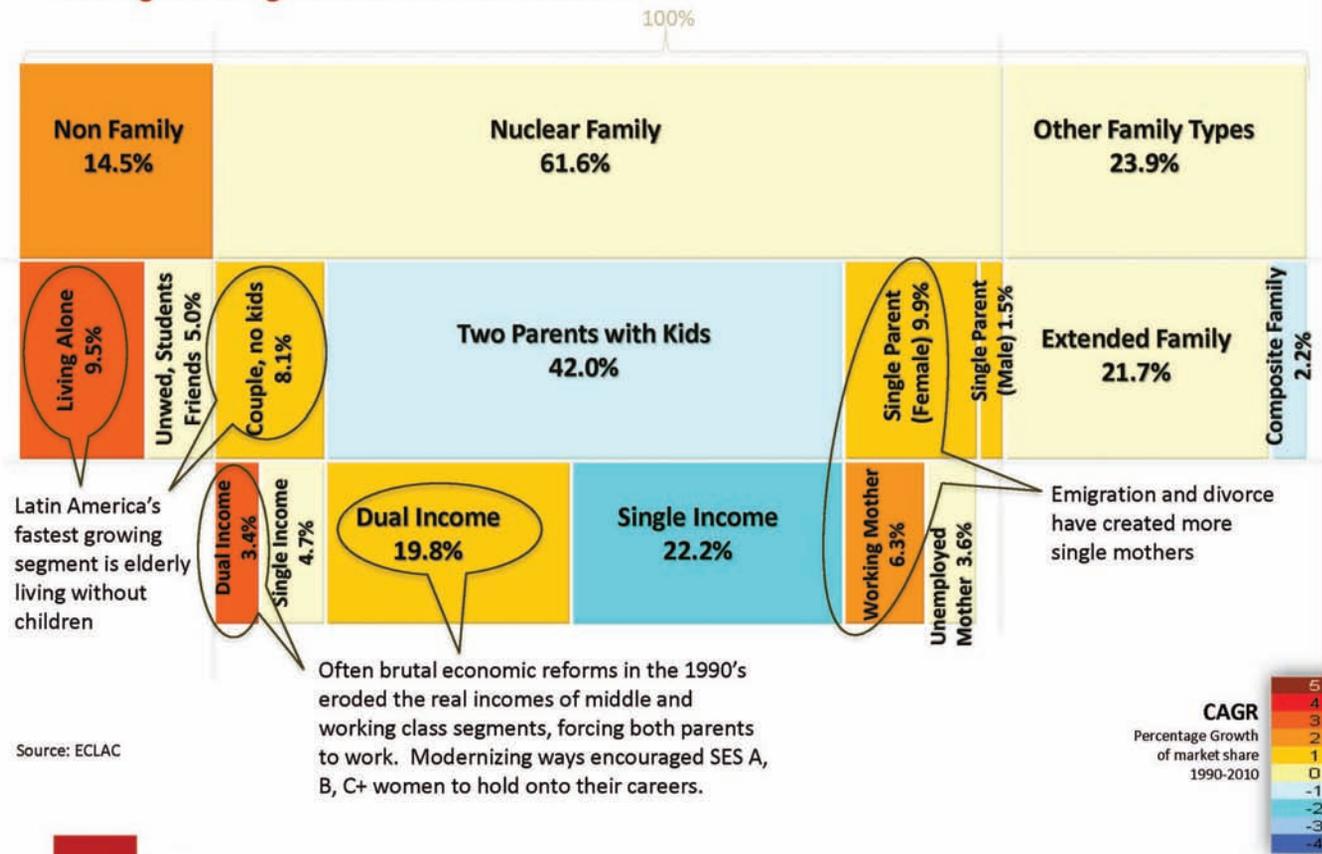
# Latin America Trends that Will Affect Marketing

John Price, a 20-year veteran of Latin American competitive intelligence and strategy consulting and Managing Director of Americas Market Intelligence, the leading market intelligence consultancy in the region, recently outlined 10 Latin American trends that are impacting the demand for consumer goods and services. His wide-ranging insights included thoughts about the region's current role in global economic issues, demographic and social trends, shifts in migration patterns, the democratization of wealth and new notions of risk.

Here's a fast look at John Price's most salient trends for marketers:

- The Modernization of the Latin American Household Structure
- The Emergence of a New Viable Market
- Latin America's Increasingly Favorable Demographics

## Modernizing LatAm Household structure the age of segmentation has arrived



The extended Catholic family living under one roof with a single major breadwinner no longer represents the majority of households in Latin America. Both family and social values are changing dramatically. There is a significant move toward the emancipation of the individual which is affecting traditional family structure. Today, many professional women want to stand alone and live alone. Young unmarries do not want to live in the shadow of a household, so young people are moving out before marriage. Gays and lesbians are no longer hiding. The older population is the fastest growing segment as many “Empty Nesters” now prefer to live alone. No more abuelos or grandparents at home.

A surprising fact in largely Catholic Latin America is that only 10% of the population goes to church each week. Note that 19% of the US population worships weekly in a church or other religious institution.

For marketers, the era of “segmentation” has arrived. The following niche households are growing fastest including:

- Empty nesters
- Single moms raising their kids
- Young unmarried professionals living alone or with friend(s)

Also one-third of households in Central America (specifically Guatemala, Honduras, El Salvador, and Nicaragua) do not have a male head of household. In these markets, the men migrated north to the US, were killed in violence or abandoned their families.

### The Emergence of a New Viable Market

The “base of the pyramid,” or the term that refers to the largest, but also the poorest global socio-economic group of 2.5 billion people who live on less than \$2.50 per day, includes about 65% of Latin American households. Most of these people have not been active consumers of global brands. This will



change for about 50% of them or about 120 million people who will rise into new consumer status over the next 5-10 years across Latin America, especially in Brazil, Colombia, Peru, and Mexico. Rising incomes and first time access to credit will catapult this huge, untapped market into viable territory for banks, food products, household goods, etc.

### Latin America's Favorable Demographics

The region's falling birth rates and higher employment of women has helped to favorably change the ratio of income earners to dependents in Latin American households. In Latin American during the 1980s and 90s, women got “second jobs.” Today, families don't need the second paycheck as more people are depending on fewer salaries. The region is entering a great phase—a true demographic zenith where the earner-dependent ratio is reaching an optimal level, maximizing the disposable income levels of households much like China and the US have achieved in recent years.



John Price is the straight-talking analyst known for his insights into Latin American business. His Miami-based research and consulting company, Americas Market

Intelligence (AMI), is affiliated with the Global Intelligence Alliance (GIA), a market intelligence firm with 25 offices worldwide.

Price has practiced market intelligence in emerging markets, mainly in Latin America, for two decades. In 1992, he founded InfoMex in Mexico City, which later became InfoAmericas with offices in Sao Paulo, Mexico City and Miami. In 2007, he sold InfoAmericas to Kroll Associates and started their market intelligence practice.

John Price provides advice in such areas as competition, market entry, due diligence on deals and risk analysis. A prolific writer, he co-authored the 2007 book, “Can Latin America Compete?” He has taught international business in three universities: Universidad de las Americas in Mexico City; Universidad de Guanajato in Guanajato, Mexico; and Florida International University in Miami.

In 1970, a US company set out to advertise their soap in Saudi Arabia. The ad showed the following progression of pictures: a pile of dirty laundry on the left, a washtub full of soapsuds in the middle and a pile of clean laundry on the right.

But since Arabic is read from right to left, the ad was a total flop.

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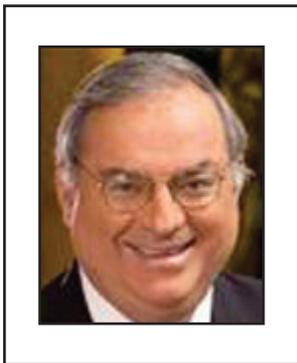
# GLOBETROTTERS

from the blackberry of deborah malone



This GLOBETROTTERS column is designed to keep the international community connected. Not only will it spotlight who is where in the world now, it will also describe the adventures we all experience by living a life of constant worldwide travel. If you've ever been hijacked, stuck in a revolution or committed an unforgettable cultural faux pas, everyone in our community will be curious to hear about it. Please do tell us, and don't forget the photos!

TO SUBMIT TO GLOBETROTTERS, EMAIL: [deborah.malone@internationalistmagazine.com](mailto:deborah.malone@internationalistmagazine.com)



## LARRY LIGHT TO INTERCONTINENTAL HOTELS GROUP AS CHIEF BRANDS OFFICER

Larry Light, former CMO of McDonald's, leading brand consultant, and author of the book *Six Rules for Brand Revitalization*, has taken on a new role at InterContinental Hotels Group (IHG), one of the world's largest

hotel companies.

As Chief Brands Officer, he reports to CEO Richard Solomons with responsibility for further developing a portfolio of IHG brands including: Holiday Inn, Holiday Inn Express, Hotel Indigo, Crowne Plaza, InterContinental, Staybridge Suites, Candlewood Suites, as well as new brands launched in early 2012—EVEN Hotels and HUALUXE Hotels and Resorts. Later this year, Holiday Inn will host the Athletes Village at the 2012 Olympics and celebrate its 60th Anniversary.

Light's experience with McDonald's makes him very familiar with the franchise model under which IHG brands operate. He served as Global Chief Marketing Officer for McDonald's during 2002-2005, crucial years in the brand's marketing turnaround. He has also served as CEO of Arcature LLC, a brand management consultancy, and worked in past client-side roles with Mars, Nissan, 3M and IBM. Larry's agency experience includes Executive Vice-President at BBDO; Chairman and CEO of the international division of Bates Worldwide; and a member of Bates' Board of Directors. He was named an Internationalist of the year in 2004.

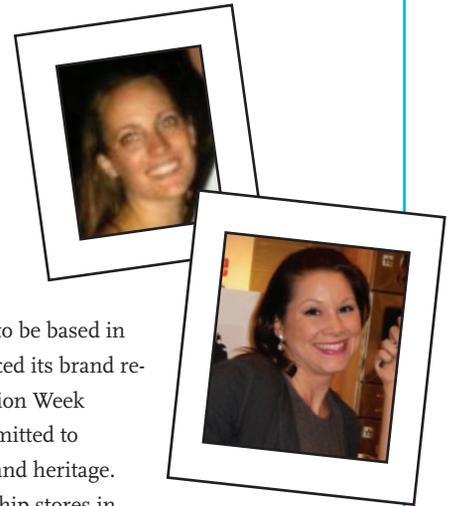
## CHANGES IN LUXURY MARKETING POSITIONS

Alicia Washburn, formerly of Michael Kors, is now Global Director of Brand Marketing at Belstaff, the English Heritage luxury brand. Alicia will continue to be based in New York. Belstaff announced its brand re-launch during London Fashion Week earlier this year, and is committed to embracing its British roots and heritage.

It also announced new flagship stores in London and New York while planning for international expansion.

Belstaff was acquired by the Labelux Group, Harry Slatkin and Tommy Hilfiger in June 2011 with a mission to reposition Belstaff as an important luxury lifestyle brand. The collection is being modernized to appeal to the current luxury market, and Belstaff's heritage waxed cotton outerwear is being restored and recreated with a modern edge.

Laura Parsons, after spending nearly 8 years as the International Marketing Manager at Calvin Klein, has taken on the Global Marketing Manager role at Michael Kors, which was previously held by Alicia Washburn. Michael Kors is a strong American fashion brand with flagship stores in most major cities, along with a popular fragrance and home lines. Creator Michael Kors has also achieved television celebrity status with his role on the popular US reality series, Project Runway, hosted by model Heidi Klum.



THE INTERNATIONALIST AWARDS FOR INNOVATION IN MEDIA:

# Shifting Global Centers; Auto Wins Big; Middle East Makes Mark

On April 4, atop New York's Times Square, some of the world's best and brightest media thinkers from around the world gathered to celebrate outstanding case study winners in the 4th Annual Internationalist Awards for Innovation in Media. The Gala was produced in association with BBC World News, BrightRoll and The International Advertising Association. Ben Jankowski, Group Head of Global Media for MasterCard Worldwide served as Jury Chair and as one of the evening's hosts.

Olay's Eyes of Arabia by Starcom MediaVest Group MENA (Regional), Paramount Pictures International — Transformers: Dark of the Moon by MEC Global Solutions London (Global); Sparkasse Giro sucht Hero by AM Communications/MPG Germany (Local) and Samsung Project Teamwork by ESPN International and Starcom MediaVest Group (Multi-local) — all achieved Grand Prix status in these awards that are judged for the best total point scores in case studies that describe strategy, insights and results.

Other remarkable winners included Chrysler's "Half Time in America" SuperBowl strategy, Brazil's Fauna SOS with its daring empathy for caged wildlife, and Hong Kong's Interactive TV for Coca Cola and its "Chok" app that enables smartphones to become the "remote" for interactive TV commercials.

Also of note:

- South American entries were strong performers with wins from Brazil, Argentina, Mexico, Chile, Colombia and Miami as a regional hub.
- Automotive advertising roars back with wins (some multiple) for Audi, Buick, Chevy, Chrysler, Peugeot, Volvo, and Subaru.
- Havas/MPG, Starcom MediaVest Group, PHD, OMD, MediaCom and UM have strong performances with a significant number of winners.
- Strong, effective work continues to originate in the US, followed by Canada, Germany, the UK, Brazil, China, United Arab Emirates, Hong Kong, Mexico, Colombia, plus others.
- B2B campaigns—particularly from Dell, Avaya, Intel, Oracle and Vestas demonstrate levels of innovation traditionally associated with consumer marketing strategies.

To see the complete list of winners, go to: [www.internationalist-awards.com](http://www.internationalist-awards.com)

## GRAND PRIX WINNERS



### Olay—“Eyes of Arabia”; Starcom MediaVest Group MENA, Dubai

How do you launch a women’s beauty skin cream in Saudi Arabia — one of the most regulated and restrictive markets in the world where all females must dress according to strict Muslim tradition?

To launch Regenerist, Olay turned convention upside down and threw in a heavy dose of new media. The beauty pageant concept is a global celebration of beauty and Saudi Arabia had never had one in its borders. Olay understood that bringing out the beauty of women’s eyes takes on a deeper level of meaning when it is the only part of a face you can see, so they created Olay Eyes of Arabia — a beauty pageant based on eyes alone. Moving from the classic pageant format to a 100% digital platform gave even the most conservative Muslim women the ability to participate, vote and interact with the contest. Women could enter by uploading a veiled photo online, and once at the site consumers could learn beauty tips and secrets from Olay professionals. Banner ads on women targeted sites, beauty magazines, and influential bloggers drove traffic to the site —resulting in an 806% spike in traffic and a market share growth of 3.5%.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/olay.html](http://www.internationalist-awards.com/media_2012/olay.html)

# GRAND PRIX WINNERS



## Sparkasse – “Giro sucht Hero.” AM Communications & MPG, Germany

In Germany, students use their parents’ banks until they graduate – when they get hit with fees for going “solo” — and start considering other options. Sparkasse Bank, with +50M customers, has the largest network of branches/ATMs in Germany—offering free and convenient access to cash. But unlike other banks reacting to the recession and flooding the market with free direct deposit offers, Sparkasse generally still charges fees on their savings accounts. The bank was rapidly losing traction with their young customers.

To help highlight Sparkasse’s message, they recruited Joko and Klauss – two popular Jackass-style comedians on MTV -- to participate in the ultimate battle for who would become the bank’s next ambassador. Over five months, the two participated in hilarious stunts that were showcased online and integrated Sparkassen products and services. Young people were encouraged to interact, comment and vote on the brand’s Facebook page. For every “like,” the bank donated 1 euro to Young Heroes, a charitable cause close to young people’s hearts. The campaign was supported by sponsorship of the star’s television show, in print, OOH, radio and mobile advertising.

In a fairly staid advertising category, targeting young people who are notoriously hard to engage, the promotion challenged category conventions and truly connected and entertained young people in a fun and relevant way. Young people’s desire for a Sparkasse account increased dramatically.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/sparkasse.html](http://www.internationalist-awards.com/media_2012/sparkasse.html)



## **SAMSUNG – “Project Teamwork,” ESPN International (UK, Middle East, Canada, Caribbean, South America)**

To increase preference for the recently launched Samsung Galaxy S-II smartphone and the Galaxy Tab 10.1, Samsung Mobile teamed up with ESPN to create “Project teamwork” a 12-part original digital branded content series that traveled the world showing how Samsung enhances everyday sporting experiences.

Five dynamic sports teams across four continents who represented the principles of effective teamwork were identified. ESPN sent a production crew to each of these locations and captured stories that only sports can provide – stories of anguish, determination, pride, trust, and fortitude. Essentially, they revealed the human side of sport. Samsung Mobile’s products were integrated into content to improve the experience for athletes and fans alike.

A supporting campaign “The Greatest Teams of All Time” appeared on ESPN’s portfolio of sport-specific websites and provided a context for Project Teamwork. A microsite, Facebook competition, television ads in selected regions, and a live event in Victoria Station in London, all helped raise awareness and drive traffic to the branded content.

Nothing incites passion in consumers more than sport, and to date Project Teamwork’s microsite ([espn.com/projectteamwork](http://espn.com/projectteamwork)) has generated over 3 million YouTube video plays, 150,000 visitors, and more 17,000 Facebook sweepstakes entries.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/samsung.html](http://www.internationalist-awards.com/media_2012/samsung.html)

# GRAND PRIX WINNERS



## Paramount Pictures International – “Transformers: Dark of the Moon,” MEC Global Solutions, London

The stakes were high when Paramount set out to premier Transformers: Dark of the Moon. With heavy competition in a cluttered summer blockbuster season, and expectations of international box office sales of US\$1 Billion, they knew they needed to do something big and bold to re-energize the franchise and become THE film to see that summer.

By successfully associating the DNA of the movie with a naturally occurring solar eclipse a few days before release, Paramount was able to mount a truly global campaign on an inter-stellar stage. SLOOH – a robotic telescope – exclusively streamed the event online, which became the landing page for Google’s themed doodle (the Google image present on Google’s landing page). The Transformers sponsorship ran as a global placement in all Google markets and the movie’s trailer was available as a clickable ad unit on the SLOOH Mission Interface, the SLOOH Android application and YouTube streaming channel.

Transformers: Dark of the Moon, helped by more than 60 million pageviews from Google, achieved a worldwide box office take of \$1.1 billion and is now the fourth highest worldwide grossing movie of all time and Paramount’s highest grossing international release ever. With so many films shouting for attention simultaneously, the Transformers: Dark of the Moon campaign shows it’s not about who shouts loudest, but who shouts smartest.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/paramount.html](http://www.internationalist-awards.com/media_2012/paramount.html)



## Canon – “EOS Adventure Project,” PHD International, UK

In 2010 Canon regained its position as the no.1 DSLR camera brand across Europe. The mid segment was considered as the key area to drive growth in 2011. This growth was to come from consumers upgrading from entry level DSLR and compact models & those replacing their existing products. These consumers are looking for higher resolution, better image quality, and HD video.

The ongoing problem that Canon faces is that the majority of mid and entry-level DSLR users do not know how to gain the full potential from their camera. Reading manuals is dull and finding the time to learn can sometimes seem out of reach. Canon needed to find a way to educate users that goes beyond reading a book that will help them get the most of their camera system.

Out of these insights came the Adventure Project. Created to educate consumers in the basics of photography in a fun, non-daunting way, The Adventure Project included fun, easy-to-understand video tutorials from industry experts on how to take better pictures, and a themed photography contest judged by Canon experts in 8 countries across Europe. A unique one-media partnership with Yahoo! and Flickr included paid media as well as editorial, with traffic spiking everytime Canon received a homepage link to the brand page.

The Canon EOS Adventure Project exceeded all expectations with more than 2.2 million consumers site visits, 2.3 million thumbs up on photos, and more than 246,000 video tutorials watched.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/canon.html](http://www.internationalist-awards.com/media_2012/canon.html)

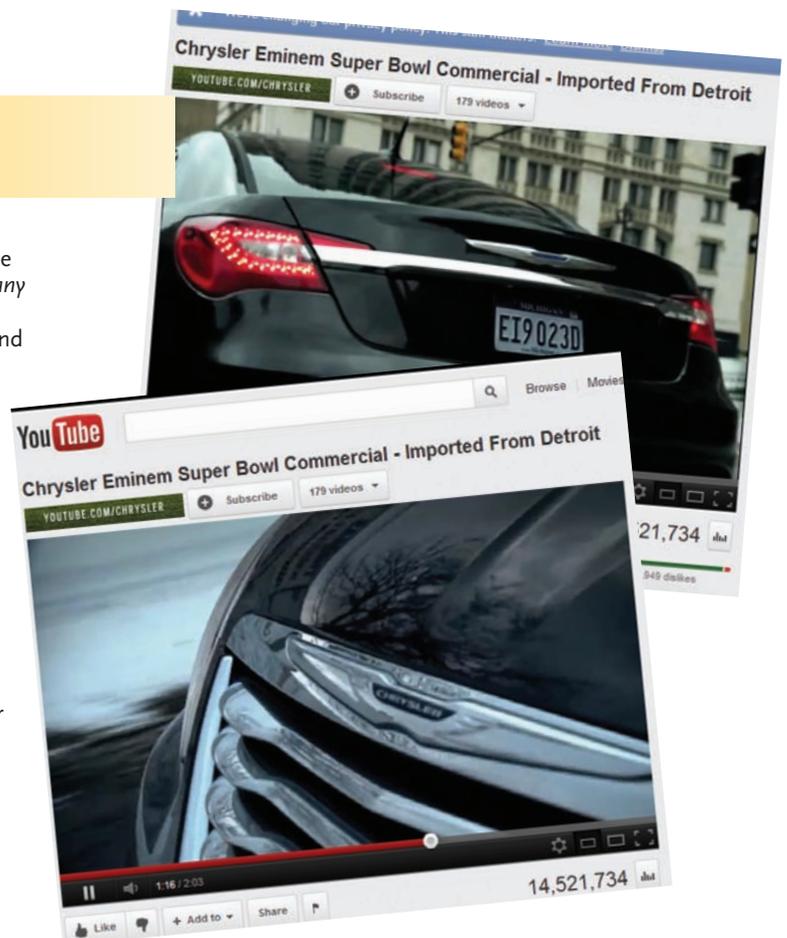
## Chrysler – “120 Superbowl,” UM US (Detroit)

Going into 2011, Chrysler was a battered company. Consumers, auto enthusiasts and experts questioned the *Quality Reliability and Dependability of the cars the company manufactured*. The 2008 bailout allowed Americans to inquire about the company’s financials, management, and service, and it was eventually bought by Fiat.

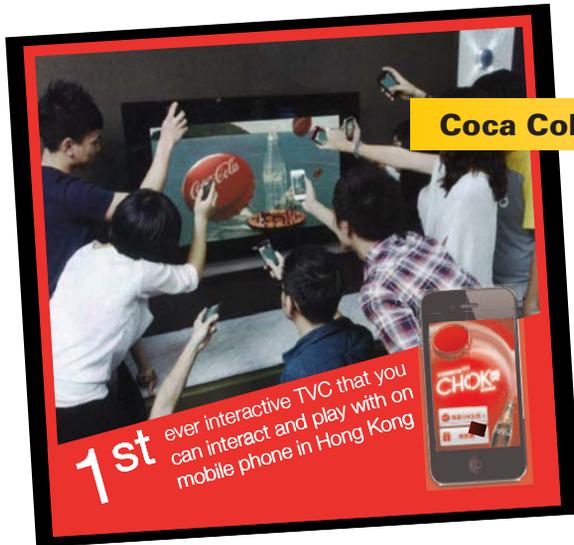
Chrysler realized that they were indelibly tied to Detroit – a city synonymous with failure. But that was an old notion -- the American auto industry had turned around, Chrysler set out to celebrate the Motor City and its pride in being made in America in a dramatic, never-been-done before 2 minute spot on the Superbowl. With a narrative by Clint Eastwood and a unifying message of hope – with Detroit leading by example – Chrysler turned a negative into a positive to dramatic results.

Response was overwhelming. The spot was the number 2 Google trending topic, and the spot received 11.5 million hits on You Tube. More than selling cars or a brand, Chrysler sold a second half to the American success story.

See the case study at:  
[http://www.internationalist-awards.com/media\\_2012/chrysler.html](http://www.internationalist-awards.com/media_2012/chrysler.html)



# GOLD WINNERS



## Coca Cola – “Interactive TV,” UM Hong Kong

Even with dominant market share, recruiting new Coca-Cola drinkers remains a core objective. When Coca-Cola realized that Hong Kong teens were spending less time watching TV and more time playing games and sharing with friends on their mobile phones, they knew they needed to break free from traditional one-way television advertising and find an interactive way to engage this audience.

Coca-Cola seamlessly integrated the modern capabilities of mobile apps with the traditional channel of TV. With a dedicated Coca-Cola ‘Chok’ app installed on either iPhone or Android smartphones, the mobile phone became the “remote” to their ‘never-been-seen-before’ interactive TV commercial. It allowed consumers to swing their Coca-Cola ‘Chok’- enabled

phones in front of their TV screens to capture flying bottle crowns from the Coca-Cola TV commercial (“chok” is a Hong Kong colloquialism meaning to ‘swing it’). Consumers could then immediately enter into an instant-win sweepstakes with prizes including cars, sports apparel, credit card spending value, travel coupons, movie tickets, and many more fun items. Additionally, the Coca-Cola ‘Chok’ mobile app included built-in branded wall papers, mobile games and more. It quickly became ‘the teens’ favorite app. In addition to showing off the prizes they earned to their peers, they could also share and open happy moments with their friends through network-enabled mobile games. This fully leveraged the potential of mobile as a platform to engage with teens.

The innovative integration of mobile and TV is truly first of its kind in Hong Kong. It refreshed teens and allowed them to literally interact with Coca-Cola in a way never been done anywhere in the world! Most importantly, it worked to increase sales. Teen penetration of Coca-Cola increased from 78% to 83% year-over year and total sales increased 12.5% during the campaign

See the case study at: [http://www.internationalist-awards.com/media\\_2012/coca-cola-interactive.html](http://www.internationalist-awards.com/media_2012/coca-cola-interactive.html)

## Ciel (Coca-Cola) "Castaway Diary," —Starcom MediaVest Group Mexico

To generate awareness of their new recycling-friendly packaging and connect with the youth market in Mexico, Ciel created an innovative branded entertainment program.

“The Ciel Castaway Diary” was a story about Ceil’s sexy celebrity spokesperson, Ana Claudia Talancon being stranded on a desert island with a guy, Ciel water, and a water bottle recycling machine. Ana desperately wanted to get off the island by stuffing the empty water bottles with SOS messages and throwing them in the sea, but the guy – who wanted to stay on the island with the sexy Ana Claudia T. – convinced her that this was not eco-friendly. Later announcing himself as Teo, he asked for consumers help to keep Ana occupied so he could spend more time with her. The plot unfolded on the blog, Twitter, and on paid spots on national television.

The Ciel Castaways became a national obsession, even receiving free PR impressions when TV hosts announced they were fans and followed the story on their shows. The program succeeded in raising awareness and connected with the youth market in a very real way – sales volume grew by 21% over the previous year. Further research showed that Ciel’s status as “favorite brand” grew by 9%

See the case study at: [http://www.internationalist-awards.com/media\\_2012/ciel.html](http://www.internationalist-awards.com/media_2012/ciel.html)



## Cornetto "School of Woo"; PHD Shanghai

In China, social media sites don't list users relationship status and university students spend hours pouring over profiles trying to find out who's dating whom. This became the insight for the country's number one ice cream cone brand to strengthen affinity among university students for Cornetto's More Loveable brand expression of love and drive summertime frequency.

The Cornetto School of wooing was a social tutorial for the art of wooing that leveraged the target's love of mining social media data and for entertainment during the long summer months. Launched with a series of seven branded online microsodes on branded microsites across two of China's largest social networks, QQ and RenRen, the audience was dropped into the middle of mini-films featuring groups of co-eds, with each attempting to woo someone within the group. At the end of each microisode, Cornetto asked the question: 'Who's Wooing Whom?' Audience guesses immediately appeared in their own status update 'XingFei has the hots for Kate!' which created a 'Top News Event' and helped to spread across the social networks.

The micro-movie format delivered significant online visibility, with a total of 45 million video views delivered, directly contributing to a 28% online awareness, and lifting un-aided brand awareness by 6%. Giving Cornetto a relevant and active role in consumer's lives strengthened brand affinity and proved to be Cornetto's most successful summer in China to date with a 47% increase in year on year sales growth vs. 2010.



See the case study at: [http://www.internationalist-awards.com/media\\_2012/cornetto.html](http://www.internationalist-awards.com/media_2012/cornetto.html)

## Crest 3D White Strips, SMG, MSL, Publicis



Crest's new 3D White Strips were so effective, research showed consumers simply didn't believe the brand's claims, even though they were true. For the launch to succeed, Crest realized they needed to transform a skeptical audience into evangelical believers.

The launch strategy featured a three-pronged approach. First, they sought out and received endorsements from key beauty editors and other influentials within the beauty industry. Among the compelling endorsements they received from Beauty Editors were Best of Beauty awards from Elle, New Beauty and Shape and the prestigious Allure Reader's Choice Award. 350 testimonials endorsing the product were driven by the highly credible Daily Candy beauty blog alone, which they cascaded to retailer sites, Facebook and YouTube. Endorsements also came from consumers -- one tactic had consumers make a Billboard cover with the consumer as the cover star. Another tactic combined media and consumer activation in a 'Perfect Profile Photo Party' where consumers participated in hair, make-up and styling activities, whilst wearing Crest 3D Whitestrips. The event culminated with professionally taken photographs which were instantly uploaded to Facebook. Secondly, Crest amplified the endorsements by including them across in their mass media TV, FMOT and Print. Finally, the effort was accompanied by a digital push that provided expert endorsements and technical explanations consumers needed to convince themselves that Crest's claims were substantiated scientifically.

All those endorsements and smiling faces paid off handsomely, with Crest White Strips Volume Growth hitting a 151 index, exceeding its targets, and outstripping category growth by 5 times.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/crest.html](http://www.internationalist-awards.com/media_2012/crest.html)

# GOLD WINNERS

## Evian “Live Young,” MPGMC US

When Evian needed to reverse a decade-long sales decline in the US with a small marketing budget, they turned to fun creative and viral, interactive marketing to get the word out.

“The Baby Inside” is a 60-second commercial that uses stop-motion technology and is based on the simple principle of childhood flipbooks. Men and women, wearing a t-shirt printed with babies in different poses, appear one by one to the beat of the music, creating the illusion that the babies are dancing. The video quickly picked up popularity on YouTube, Evian's Facebook page and Vimeo.

In the creative, consumers are invited to co-create Evian content while “living young.” Using their web cam or iPhone app, consumers recorded themselves in a sequence of four frames and uploaded them to our custom site to be added onto “the longest music video ever.” Users wore an actual Evian baby t-shirt or picked from virtual varieties that were superimposed onto their bodies. Hosted on LetsBabyDance.Evian.com, the combined video was also accessible from a link on the 60-second spot. To date, the video is over six hours long and includes clips from more than 20,000 participants. An innovative digital OOH program in Chicago, and New Year's Eve parties in Miami and Los Angeles also supported the effort.



Amazing the kind of results you can get from having a baby dance -- more than 2.6 million US consumers watched the video online, and assisted awareness grew by 16 points. Sales volume increased 30% in Manhattan and 34% in Chicago during the campaign period.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/evian.html](http://www.internationalist-awards.com/media_2012/evian.html)

## Fauna SOS “Elevator,” Media Contacts Brazil



See the case study at: [http://www.internationalist-awards.com/media\\_2012/fauna.html](http://www.internationalist-awards.com/media_2012/fauna.html)

Every Sunday, in outdoor markets surrounding Rio and Sao Paulo, thousands of exotic animals are illegally traded. Trapped in the jungle, caged and sometimes abused to increase their price, the animals are hawked by children and adolescents who are protected by statute as juveniles.

For ten years SOS Fauna has been fighting for the abolishment of animal trafficking. To dramatize their point, the organization “trapped” people in elevators throughout Sao Paulo's main commerce districts for a few seconds. Hidden cameras recorded the passengers inside and saw panic unfold. When the doors opened, and the passengers experienced a sense of freedom and relief, SOS ambassadors greeted them and handed out flyers with a simple message: “It's scary to be caged for a few seconds. Imagine for a lifetime. Report animal abuse. SOS Fauna.”

SOS Fauna took the video footage and created a compilation video that immediately spread virally on Orkut, Facebook and Youtube, redirecting traffic to SOS fauna website and the Fauna Youtube channel. It was so popular that it became the most-tweeted non-profits & activism category video worldwide during the campaign's first week, and top trend topic in Brazil.



## Intel "Processors Unleashed," OMD Germany

To bring to life the powerful performance of Intel's 2nd generation core processors and keep Intel top-of-mind among a young, urban audience of trendsetters, Intel employed never-been-done-before 3D projection technology and unleashed this technology in four cities in Germany. Iconic landmarks in Dresden, Berlin, Hamburg, and Munich, cities known for their pulsing urban spirit, built the canvas for the Intel 3-D projection experience along with the freshest German house DJs playing on site – all combined in one unique audio-visual orchestration. With no pre-produced content, no director, no script, and different in each city -- the tunes of the DJs and visual projections were synchronized in real time, live in front of thousands of enthusiastic people – the program reflected the technological leadership of Intel's invisible processors and made them visible for the world to see. More than 170.000 visitors, over 200 press mentions and tons of user-generated posts, shares, articles and videos cumulated in over 67 million exposures.

See the case study at:  
[http://www.internationalist-awards.com/media\\_2012/Intel.html](http://www.internationalist-awards.com/media_2012/Intel.html)

## Pedigree "Kymba," Havas Sports & Entertainment Argentina

In Argentina, more than 80% of stray dogs never find a home. Experts will tell you that the vast majority of homeless dogs are over 2 years old, abandoned after the novelty of owning a puppy has worn off. Pedigree set out to sell more dog food, but also saw a wider opportunity to educate Argentinians on the responsibilities of pet ownership and to help increase pet adoptions.

The campaign started with introducing a dog into the plot of the most watched television show in the country, Big Brother. The day the audience met the dog, Kymba, achieved the highest ratings of the season. Viewer-inspired Hashtags and Facebook groups appeared the same night. A contest, promoted online and on air, was held to adopt Kymba and over time, Kymba became one of the most popular characters on the show. But there was also a message -- proper dog care was taught by the way cast interacted with the Kymba.

Kymba became synonymous with good pet care, and Pedigree synonymous with Kymba. Market share for Pedigree increased 1.1% and penetration 1.3% year-over-year. Television achieved 2.0 million impressions and delivered 26% more than budget and monthly visits to Pedigree.ar grew from 6,000 to 89,000 during Big Brother.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/kymba.html](http://www.internationalist-awards.com/media_2012/kymba.html)



# GOLD WINNERS

## Peugeot "Roadie," Havas Sports & Entertainment, Mexico

After years of lackluster sales in Mexico, Peugeot was all but ready to pull its presence from the country. However, insightful market research, and an innovative media campaign/contest were able to boost the car company's presence and keep the company in Mexico.

Focus groups with young Mexicans who were in the process of buying their first car found that the most unique attribute associated with the Peugeot 207 is adventure in travel.

From these findings, Peugeot developed a promotion where two lucky consumers could win a trip to France and spend a week as Roadies with one of Mexico's daring rock bands, Molotov. What could be more adventuresome than that? A mass media campaign directed users to the Peugeot's Facebook page. At the brand page, consumers scheduled test drives and photos were taken of participants test-driving the Peugeot 207. These photos were then uploaded to Facebook where users voted for their favorite test drive pictures. The candidates with the most votes passed to the final round: During an intimate secret show, Molotov personally handpicked the two lucky roadies with enough guts and bravado to work for them on their European tour, through private interviews with each candidate.

The promotion was an astounding success. Peugeot stayed in Mexico after dealership traffic increased 40% and sales are surpassed objectives by 15%.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/roadie.html](http://www.internationalist-awards.com/media_2012/roadie.html)



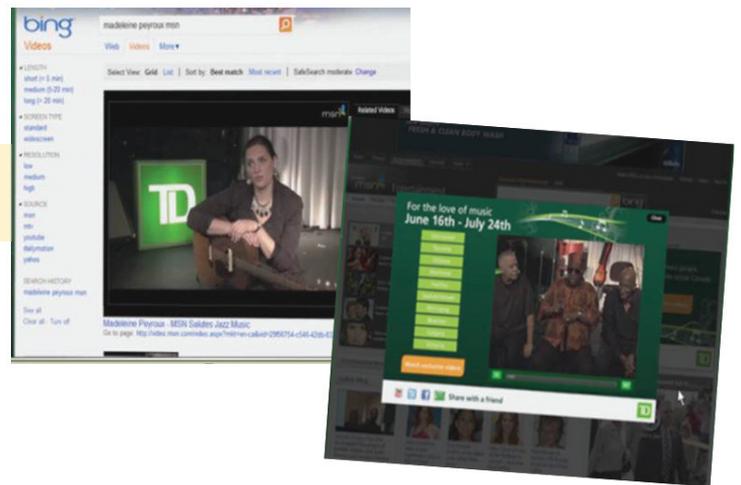
## TD Bank "Jazz Festival," — Starcom MediaVest Group Canada

TD Bank is recognized for award-winning customer service. They also have more high-value online banking customers than any other Canadian bank; customers whose loyalty is at risk because they don't experience TD's friendly service first-hand.

TD determined their target has a passion for music and live concerts so they leveraged their already established sponsorship of jazz festivals throughout Canada by partnering with MSN to go beyond festivalgoers. From distributing exclusive acoustic jazz videos, to MSN's homepage promoting the Montreal Jazz Festival, MSN served valued jazz content in, all sponsored by TD.

A total of 122 million impressions were delivered, exceeding original estimates by more than double, on a budget of under \$100,000.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/TDBank.html](http://www.internationalist-awards.com/media_2012/TDBank.html)



## Vestas Energy, Denmark "Transparency." – Vertic- NY, Copenhagen, Singapore



Vestas – the Danish wind energy company — believes that transparency in energy consumption enables consumers to make sensible and informed choices, which in turn will put pressure on corporations to act.

To increase transparency, Vestas created the “Global Consumer Wind Study” that provides insight into the role of renewable energy in relation to the products and services we consume. Simultaneously, Vestas partnered with Bloomberg, to launch the global Corporate Renewable Energy Index (CREX), which ranks the use of renewable energy by the world’s largest corporations.

Dubbed “Transparency 1.0” this innovative marketing campaign stands on the sweet spot between corporate social responsibility, marketing and business development. Selected individuals from 50 companies received a special issue of Bloomberg BusinessWeek with a customized cover and company customized information from the two studies.

LinkedIn InMails were sent to 300 selected LinkedIn members from 23 companies. Both media sources drove traffic to EnergyTransparency.com, a website with company-specific information on consumer perceptions and wind energy usage. The campaign was also supported with print and banner advertising driving consumers to the general site.

Four weeks after the launch of the campaign, 26 individual URL activations took place, significantly exceeding the KPI of 15. Banner and InMail conversions significantly exceeded market norms, and the site received 4,757 unique visitors, spending an average time of 1m, 46 sec. The campaign shows the incredible impact a company can make when partnering with mass channels on micro-targeted campaigns.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/vestas.html](http://www.internationalist-awards.com/media_2012/vestas.html)



## Volvo Cars of North America “Augmented Reality,” MPGMC US

In 2011, Volvo was launching an updated model of the s60 in America. The T5 (250 HP) would be targeted at an audience who often chose German luxury models over Volvo. The challenge was to promote the Volvo s60 as fun to drive, and a leader in the performance luxury sedan category.

Market research showed that the target indexed high for using their phones to access sports information as well as watching video.

Leveraging these results, Volvo created an app where users competed in a race around a virtual track and they could see for themselves how fun the car was to drive. Finishers with the best times were entered into a drawing for a chance to win an iPad 2. A masthead unit on YouTube drove consumers to the contest.

Using cutting-edge technology allowed Volvo to position itself as a leader and achieve industry-smashing success rates: more than 33.5 million users, 6.5 million rich media interactions, and a 14,000% lift in site visitation.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/volvo.html](http://www.internationalist-awards.com/media_2012/volvo.html)

# SILVER WINNERS



## AUDI of America – “Sunday Strategy” MediaCom US

With little consideration and a small market share in the category, MediaCom knew they had to do something special to launch the Audi A8 in the US, and help Audi reach their goal of being the #1 luxury auto by the year 2015.

Keen market research discovered that the target – those with annual income exceeding \$100,000 – consumed more media on Sunday than any other day of the week. So Audi set out to own Sunday...and they did!

From enjoying that first cup of coffee with the target through newspaper advertising in the morning, to Sunday TV talk shows and innovative NFL sponsorships – including the first-ever YouTube homepage takeover on Superbowl Sunday – Audi spent their entire budget only on Sundays following the target throughout the day.

Audi owned Sunday to impressive results.

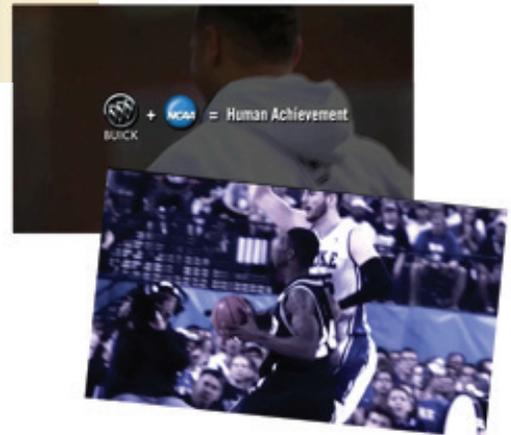
See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/audi.html](http://www.internationalistawards.com/media_2012/audi.html)

## Buick – “Human Highlights Reel,” Starcom MediaVest Group, Chicago

In 2011 the Buick brand faced a crossroads. Much of what the brand stood for, and the platforms used to promote those brand attributes (ie., golf) had become irrelevant as the luxury market changed. To the new breed of luxury consumer, money is a necessity, but more important are accomplishments and life stories that separate one from his or her peers.

To reposition the brand, during the 2011 NCAA Tournament Buick created the Buick Human Highlight Reel, a series of stories of former student athletes who are doing amazing things for the world at large after their college careers have ended. The student athletes featured were often people admired for their athletic achievements in college, and even though they never played professionally, became successful in other aspects of life.

See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/buick.html](http://www.internationalistawards.com/media_2012/buick.html)



## Beam Global – “Courvoisier Collective,” Starcom MediaVest Group, Canada

Courvoisier was a cognac in a small and shrinking category built on clichés. To expand its share, the brand needed to be contemporized, and made relevant.

Courvoisier did so by going back to its roots. Today art is curated by a select few. This insight created an opportunity to co-create artistic expression and reignite the brand's essence. The inspiration was rooted in Courvoisier's heritage (founded during the French Revolution) when artist revolts and artistic ventures were du rigueur and embodied individual expression for the masses. The engagement platform – The Courvoisier Collective – celebrated revolutionary art and made the medium more accessible.

The program started with a call to local artists who submitted their work to an online gallery. Chosen works would be displayed on billboards and night projections, in select areas around Toronto, as well as on a dedicated web site for consumers to view and discuss the art. The art was reviewed by a jury and selected works exhibited at Gallery 1313 culminating with a special

event with hundreds in attendance. Digital media, Twitter and Facebook provided a broader audience with inspiration and helped build awareness.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/beam.html](http://www.internationalistawards.com/media_2012/beam.html)





## EDF Energy "Greening London Skies"; MPG-Media Contacts UK

EDF Energy believes that climate change is the most pressing challenge facing the world today and has developed a long-term vision for their company of a low carbon future. To promote this, EDF signed up as the first sustainability partner of London 2012.

With all eyes on London during the Olympics, the city's iconic skyline became the platform to tell the story. The first of five activations to launch was the London Eye in January 2011. Commuters were treated to a spectacular light show announcing EDF Energy's official sponsorship of the London Eye. This 'sunrise before daybreak' helped drive coverage on TV news programme and

in national newspapers. Capital Radio's Johnny Vaughan hosted the largest game of "Eye Spy" describing London's iconic landmarks to callers for a chance to win eco-friendly prizes. EDF secured coverage on ITV's daybreak which drove £81k worth of PR value via mentions throughout the programme, news and a full shot of the London Eye filmed for the weather report. Onsite messaging inside pods, reception areas, tickets and on official websites communicated EDF's vision to the Eye's +3.6 million visitors.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/EDF.html](http://www.internationalistawards.com/media_2012/EDF.html)



## Elizabeth Arden "Britney Spears Fantasy"; PHD Germany

To launch its new fragrance, "Fantasy" of Britney Spears in Germany, Arden chose largely to forgo cluttered television during the all-important pre-Christmas sales rush and focus mainly on a series of innovative events.

Who could better convince the target to try the new fragrance than their idol Britney Spears herself? So Arden sent beautiful Britney doubles complete with bodyguards, paparazzi and promotion teams to conquer major shopping malls and meet the target in 5 German cities. Street teams accompanied "Britney" distributing product samples and flyers. Huge crowds gathered wherever the doubles went -- fans had their pictures taken with the star. But nobody knew if Britney was really in town or not, causing a huge sensation. To further support the on-the-street activation, digital OOH screens in shopping malls and fast food restaurants drove awareness & sales.

All of this was supported by a smart approach to cherry picking highly targeted environments in TV, Print and Online. The buzz and PR generated by the campaign helped Elizabeth Arden exceed expected sales by 25%.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/britney.html](http://www.internationalistawards.com/media_2012/britney.html)

## Chevrolet— "Glee-mercial"; Starcom MediaVest Group

While most marketers blow their budget on the pregame buzz and the in-game commercials, Chevy aimed to differentiate itself as the sole brand continuing the conversation in the post-Super Bowl vacuum.

For a brand like Chevy, Glee was the perfect match. The show made popular music from as far back as the 50s and 60s years ago relevant for today's audiences. With an aging customer base, that was exactly what Chevy was trying to do for itself. Working with Glee's creators, Chevy created a two-minute mini-Glee episode that ran immediately following the Super Bowl, going right into an all-new episode of Glee. In a stunning rendition of the 1950's Chevy jingle ("See the U-S-A in your Chev-ro-let!"), series star Michelle Lea led the story with the other Glee characters in a production worthy of TV's biggest event and the reputation of the medium's hottest show.



The Glee-mercial lifted opinion of Chevrolet by 22%, the "likeability" score was 367% higher than Chevy ad norms, and the ad spurred social network conversation among youth audiences essential to Chevy's growth.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/chevy-glee.html](http://www.internationalistawards.com/media_2012/chevy-glee.html)

# SILVER WINNERS

## Farmers Insurance—“Recruitment Digital,” IW Group, Inc. US

For more than five years, Farmers Insurance has targeted Chinese-American consumers because they realize a significant business opportunity. The next logical step was to grow their multicultural sales force.

To recruit more first generation Chinese immigrants to open their own Farmers Insurance agency, Farmers created [ichoosefarmers.com/upgradeyourlife](http://ichoosefarmers.com/upgradeyourlife). At the landing page consumers were introduced to Ken, who personifies the everyday employee who feels stuck in an unfulfilling professional life. Consumers can help Ken choose “An Awesome Life” or “Not so Awesome Life.” Traffic was driven through an optimized mix of rich media banners, interactive video, standard banners, and retargeted media on major in-language newspaper sites.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/farmers.html](http://www.internationalistawards.com/media_2012/farmers.html)



## Estee Lauder—“Pure Color,” M2M Hong Kong



Estee Lauder is a leader in the premium beauty category in Hong Kong, used mainly by older women. When they sought to target younger women with a new lipstick line (“Pure Color”), they brought new media with a charity element into the mix.

Hong Kong women were asked via online banners which celebrities’ had the sexiest lips. This served as a way to inspire women to desire for their own luscious lips.

The desire was answered by a Facebook application where consumers could experiment different lipstick colors. By capturing their lips using a webcam or by attending Estee Lauder’s mall event, their lips could be enhanced with any of Estee Lauder’s 35 Pure Color shades. Estee Lauder created a social cause that went viral by partnering with Operation Smile, a local charity for children with cleft lips, and donating HK\$5 every time a consumer entered their enhanced lips to a gallery on Facebook, where Estee Lauder would appear on newsfeeds and alerts.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/estee.html](http://www.internationalistawards.com/media_2012/estee.html)

## HBO/Game of Thrones—“Enter a Kingdom,” PHD US

Despite a cult following, HBO wanted to reach out across the fantasy genre aisle and attract a wider, more mainstream television audience of Adults 18+ for the premier of its series “Game of Thrones.”

Research among HBO subscribers found that far from the “Trekkies” or “Tolkienists” of yesteryear, the “Game of Thrones” likely target would be predisposed to the series because they actively seek out both cerebral and politically charged content and improbable worlds (e.g. TV, gaming, literature, etc.) that is steeped in history, lore and complexity.

This connective tissue of wanting to unravel content and/or taking to content that enables them to go down a rabbit’s hole led Game of Thrones to create a media strategy titled, “Enter A Kingdom Being Torn At The Seams.”

The overarching strategy was brought to life through three visceral and gripping executions that piqued the public’s curiosity. From a 3 minute 3-D digital Ice Wall projection in Los Angeles where foot and automobile traffic were enveloped in a structured narrative, to first-to-market rich media disruptive home page units, to multidimensional banners that allow users to navigate interactive scenes, Game of Thrones allowed consumers to go inside a world of intrigue and drama as cutting-edge as the series itself.

A crowning success, Game of Thrones averaged 8.3 million viewers an episode and was picked up for a second season directly following the premier.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/gameofthrones.html](http://www.internationalistawards.com/media_2012/gameofthrones.html)



## Maytag Canada, MediaCom Toronto

Maytag went outside the playbook when launching the Maxima washer and dryer in Canada. Its existing “Made in the USA” campaign would not play well with prideful Canadians, so they aligned themselves with a true Canadian passion – Hockey.

In Spring 2011 Canada was in frenzy as the Vancouver Canucks were in a position to take the Stanley Cup for Canada for the first time since 1993. While women are the traditional target for home appliances, Maytag placed a big bet on the hockey frenzy becoming a family affair. And they were right. Brokering a first-of-its kind HOCKEY NIGHT IN CANADA content deal, ads ran featuring the familiar Maytag repair man set in a locker room as players threw even the most soiled laundry into the new Maxima model ran. The ads ran throughout the playoffs, which saw a 112% increase in female viewership. By defying conventional wisdom, Maytag doubled sales in just one month and achieved double digit brand share growth.



See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/maytag.html](http://www.internationalistawards.com/media_2012/maytag.html)

## HP – “Blurry Scripts,” PHD Colombia

In Colombia most people buy refilled printer cartridges, perceived as cheaper than original cartridges, representing the real competition for Hewlett Packard printing cartridges. HP had to demonstrate that original cartridges print more clearly, and are actually no more expensive, than the refills. They accomplished this goal by employing humorous product integration in prime time soap operas and TV magazines. Presenters could not read scripts because they were printed with refilled cartridges. A soap opera story line centered on a penny-pinching hospital director who used refilled cartridges to disastrous results. In every situation the message came through that original HP printer cartridges were of higher quality – and actually not expensive because they printed double the pages the refilled cartridges printed for the same amount of money. Having the HP brand appear in unexpected places helped the brand generate 42% awareness in only 3 months.



See the complete case study at: [http://www.internationalistawards.com/media\\_2012/hp.html](http://www.internationalistawards.com/media_2012/hp.html)



## MasterCard – “Capitaes Del Fútbol,” UM & ESPN Latin America

To strengthen its association with the Latin American soccer fan, while helping drive transactions with their local business partners, MasterCard teamed up with ESPN to create “Capitaes Del Fútbol” – a 4-part documentary series on the world’s greatest soccer cities. MasterCard owned all the commercials during the breaks, including 3 “Al Visitar (When You Visit)” ESPN-produced vignettes during each show, highlighting MasterCard’s preferred partners and intended to drive transactions. The vignettes showcased the best places for the fan to eat, shop, and stay in each city using their MasterCard – driving the viewer to a custom microsite that offered merchant discounts, in addition to videos, behind the scenes footage & information about each city.

The show became the basis for a comprehensive media model using ESPN’s portfolio of assets, including: a 3 month media plan across ESPN’s TV and digital platforms, branding on all tune-in promos (over 800 spots), a micro-site on ESPNdeportes.com, and cross promotion on other key ESPN shows. Capitaes Del Fútbol was watched by over 7 million viewers across Latin America and spent four straight weeks as one of the top 10 most watched programs on the ESPN network. 77% of Mexican viewers reported they were more likely to use their MasterCard after watching the show, and MasterCard has renewed the program for a second year.

See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/mastercard.html](http://www.internationalistawards.com/media_2012/mastercard.html)

# SILVER WINNERS

## Peroni—“Moda Files,” PHD Canada

Facing intense competition from domestic and imported beer brands, Peroni wanted to do something different to influence their target of “modern sophisticates” -- a highly style-conscious group. They like to be on the leading edge of emerging trends, and pride themselves on being “in the know”. Partnering with Toronto Life and leveraging a long-standing sponsorship of Toronto Fashion Week, Peroni created “the” content destination for their target to get all behind-the-scenes Fashion Week action and insider access to they crave.

Charged with generating exclusive material, a well-respected content team provided distinctive show and party coverage, all with that ‘backstage’, VIP-access feel that connects with the target. Content was housed on the “Peroni Moda Files”, a dedicated blog on the Toronto Life website, customized to integrate Peroni branding without diluting the organic authenticity of the material. A contest featuring stylish prizes was also integrated into the editorial mix.

Driven by exclusive, top-quality content, the campaign delivered 5.8MM impressions over its 6-week lifespan. The content team delivered beyond expectations, generating more than 40,000 page views. With 6,371 contest entries, and a 26% brand opt-in rate, Peroni clearly hit a hot button with a hard-to-please, fashion-savvy target.

See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/moda.html](http://www.internationalistawards.com/media_2012/moda.html)



## Peroni—“Summer Styles,” PHD Canada

Facing aggressive and ever-increasing competition from upscale local and import brands, Peroni needed a unique way to launch into Summer and penetrate the inevitable glut of big-budget seasonal beer advertising, while remaining true to the brand’s core essence: ‘Italian style applied to beer’. They found just the right touch by partnering with Sharp magazine, the Canadian men’s authority on style and fine living,

Over the course of three summertime issues, Peroni and Sharp created a Canadian first-ever 3-D fashion shoot, complete with elegant, stylish Peroni brand integrations; incorporated Peroni brand icons like a Vespa and Gucci sunglasses into fashion features with Peroni bottles preceded by a DPS, and created a three-part series of branded editorial articles titled “A Peroni With...”. This collection of interviews featured Canadian tastemakers and style influencers, and was conducted over a bottle of Peroni at their favorite bar or restaurant. For example, part one showcased renowned Canadian fashion designer Philip Sparks at The Rushton, in Toronto, discussing style, inspiration and summertime relaxation.

In addition to generating industry buzz for the market-first 3D photo shoot, the campaign drove real growth for the brand. Peroni grew by 33% year-over-year, while the Canadian beer industry as a whole decreased more than 8%.

See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/summer.html](http://www.internationalistawards.com/media_2012/summer.html)



## NMOCA (National Museum of Contemporary Art) Korea – D FOLIO Korea



With the expansion of mobile media, exhibition communication is evolving. For a sophisticated art-enjoying audience, a printed brochure in today’s multi-media world seems archaic.

NMOCA set out to revolutionize how audiences interact with art. Four axes of insight were created that formed the basis for their new exhibition brochure: audiences’ experience, service innovation, art industry situations and the NMOCA engagement. By creating a brochure in tablet form, NMOCA was able to directly show three-dimensional features and the media-friendly character of contemporary artwork. Readers are able to enjoy not only the whole art image but also whole ranges down to super-detail texture by and rotation features.

The brochure for tablet much more closely replicates the art-going experience and will set the standard for art promotion going forward.

See the complete case study at:  
[http://www.internationalistawards.com/media\\_2012/nmoca.html](http://www.internationalistawards.com/media_2012/nmoca.html)

## Showtime/The Franchise—Fan Cave Catch, OMD US

Showtime launched a new baseball show called The Franchise: A Season with the San Francisco Giants during the slow summer TV season. The goal was to drive tune-in and build social awareness.

Research shows the power of connection: people heard about and chose new shows after listening to a friend. Showtime partnered with Major League Baseball's Fan Cave to create an exclusive check-in process with Foursquare to dispense an official MLB baseball (some autographed by Giants legend Will Mays) from a digital out-of-home unit. When fans arrived at the Fan Cave, their phones' geo location device signaled the unit to dispense a baseball.

Fan checked in, and also tuned in to The Franchise.

See the complete case study at:

[http://www.internationalistawards.com/media\\_2012/thefranchise.html](http://www.internationalistawards.com/media_2012/thefranchise.html)



## Sprite (Coca-Cola)—“Graffiti,” Starcom Colombia

To create a relevant, meaningful connection with teens in Colombia, Sprite converted bus stops into giant iPad-like tablets, equipping them with touchscreen technology and covering them in a touch-sensitive film, and then invited teens to express themselves by custom Sprite labels.

Once they finished their graffiti label, users could send it directly to Sprite's website and enter the Expresarte Refresca contest. To help select a winner, participants could share the designs on Facebook and invite friends to “Like” their branding. The design that received the most “Likes” as well as votes on the Sprite website was the winner and designer of the new Sprite branding.

In total, 3,900 labels were posted to the website with more than 10,500 people commenting on, voting on and posting their “Like” to the designs.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/sprite.html](http://www.internationalistawards.com/media_2012/sprite.html)

## Star Alliance—“Biosphere Connections,” MEC Global Solutions, London

Star Alliance has unrivalled experience in bringing together competitive airlines and helping them work collaboratively for mutual benefit. Realizing the High Value International Travelers are more likely to admire a brand that takes a “responsible” attitude on environmental issues, Star Alliance leveraged its association with Biosphere Connections as the basis for a multi-media marketing platform.

Star Alliance brings together Biosphere Connection project workers and scientists from all over the world together, through international flights, to work collaboratively on local environmental initiatives.

National Geographic created a multi-platform program around the great things that can happen when global organizations collaborate and work together to help the environment. Through film, print, television, digital, and social media, Star Alliance was able to illustrate its capabilities and expertise while at the same time demonstrating its commitment to the environment.

By harnessing the power of collaboration, the campaign exceeded all expectations, including a CTR of 6.1% on online video, and a 60% increase in new “likes” on Facebook.

See the complete case study at: [http://www.internationalistawards.com/media\\_2012/staralliance.html](http://www.internationalistawards.com/media_2012/staralliance.html)



# SILVER WINNERS

## Volvo/North America “2010 S60 Tour,” MPGMC

Volvo traditionally targets older consumers who value safety. But with the re-launch of the new Volvo S60 – a sportier, more performance-driven car than previous models - Volvo wanted to start a conversation with a younger audience to raise awareness of the redesigned vehicle.

Big East University teams (including the likes of Syracuse, Villanova, Georgetown, etc.) have made 16 Final Four appearances, won six NCAA Championships and have notoriously loyal fans. By focusing the Volvo conversation in social media and activating a core group of digital influencers from each of the Big East schools, Volvo aimed to tap into the sport passion and strong alumni ties of 16 “Super Fans” who were highly active online to participate in a groundbreaking social media-focused competition to find the “Biggest Fan of the Big East” while at the same time generating conversations about Volvo at MyBigEastVolvo.com.



See the case study at: [http://www.internationalist-awards.com/media\\_2012/bigeast.html](http://www.internationalist-awards.com/media_2012/bigeast.html)

## Pfizer Nutrition/Wyeth Gold Infant Formula– “Truth or Dare,” –OMD Hong Kong



Despite 99% brand awareness, Wyeth Gold was stuck in second place in Hong Kong’s cluttered Infant Milk Formula (IMF) market due to a misconception held by Mums that Wyeth Gold causes “digestives problems” hence constipation for infants. It is a myth that has never been proven.

The “Truth or Dare” Challenge was initiated to instigate non-user Mums to “dare” try Wyeth Gold and share the actual product truth with other mums. To start the conversation, the brand employed a popular Hong Kong celebrity mother, Sandra Ng, to share her switching experience to Wyeth Gold. Her main message was direct – “trust a true case, not the rumors.”

The campaign was directed towards creating strong brand advocates by driving mums online to share experiences and start conversations with other mums in a systematic and meaningful manner. The personal sharing was critical to influencing behavior, while driving product trials.

The myth now broken, Wyeth Gold experienced some of its strongest levels of sales growth immediately following the campaign.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/wyeth.html](http://www.internationalist-awards.com/media_2012/wyeth.html)

## Avaya Inc. – “Evolutions Tour”

Avaya wanted to allow thousands of prospects, customers and partners to personally experience Avaya business communications solutions and learn about the benefits of doing business with the company. So they created Evolutions – a live tour whose considerable impact was amplified by creative use of social media.

Evolutions was implemented in several countries with centralized resources and localized deployment using standardized image and messaging. The Evolutions Tour visited Mexico D.F. and Monterey (Mexico), Santo Domingo (Dominican Republic), Toronto (Canada), Sao Paulo (Brazil), Bogota (Columbia), and Buenos Aires.



At each stop on the tour is promoted through local in-language Facebook pages and Twitter feeds. The events are also live streamed. At each event, a prize is offered to the person who tweets using the hashtag #AvayaEvolutions the most.

The events themselves feature not just an Avaya exhibition and information on products, but outside experts speaking on technology trends, Avaya customers’ experiences and special keynote speakers.

See the complete case study at:  
[http://www.internationalist-awards.com/media\\_2012/avaya.html](http://www.internationalist-awards.com/media_2012/avaya.html)

# BRONZE WINNERS

## Chevy – “RPM,” Tapestry, US

In an effort to increase Chevy's appeal among young, urban, male Latinos, Tapestry teamed up with Mun2 – Telemundo's youth cable network – to create a program that spoke directly to this emerging demographic. RPM, a weekly scripted drama, reflected the real world US experience of “urbanos” – young bilingual men -- and the integral role cars (Chevy) play in their lives. Full of action and drama, RPM features a group of young Latinos striving to make something of themselves by day, and ruling the underground racing scene by night. And the Chevy Camaro was front and center – embodying everything a young Latino desires in a vehicle – performance, prestige and peer acceptance. RPM marked the best show premier on the Mun2 Network in more than three years, and allowed Chevy to dust off its well-deserved “cool” status.



See the case study at: [http://www.internationalist-awards.com/media\\_2012/chevy\\_rpm.html](http://www.internationalist-awards.com/media_2012/chevy_rpm.html)

## Dell – “Emerging Leaders,” MediaCom US



In 2011 Dell found itself at a crossroads. The world's number two PC seller was well-known in the consumer space, but since its acquisition of Perot Systems and several small companies, Dell had also become a major player in business technology services. To expand awareness and support the Dell brand as appropriate for business customers as well as consumers, DELL launched its first brand campaign in 27 years with the tagline “the power to do more.”

As part of the campaign, DELL partnered with THE WEEK magazine on a unique multimedia marketing campaign, Emerging Leaders. Though primary and secondary research 10-year trends in CEO recruitment were identified and used to create a list of 2,000 Emerging Leaders: CEOs of Tomorrow. These leaders were then interviewed on a variety of business topics. The results became the basis for a content-rich microsite housed at [theweek.com/emergingleaders](http://theweek.com/emergingleaders), custom content adjacent to Dell print brand ads in THE WEEK magazine, and a leadership event in New York.

In the first five weeks of the campaign, the Emerging Leaders microsite generated nearly 100,000 pageviews, and an above average clickthrough rate of .29%. Over 70% viewed the campaign as informative, and are more likely to seek further information about the content.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/dell\\_emerging.html](http://www.internationalist-awards.com/media_2012/dell_emerging.html)

## Coca-Cola Mini – “Drive-in Cinema,” Starcom, Colombia

The average citizen of Bogota spends nearly 2 hours a day in terrible traffic jams. To launch Coke's Mini serving size, (250 ml) Coca-Cola, as the worldwide Happiness Ambassador, decided to change a miserable situation into a fun experience. At intersections known for the worst gridlock, Coca-Cola purchased billboards and used them as screens to project short films during commuting times. A local radio station was secured and consumers were alerted to tune-in from their cars. To complete the entertainment experience, roller skating waitresses served free popcorn, hot dogs, nachos and of course, Coca-Cola! The events were amplified by local news coverage, and streamed live on entertainment-focused sites, social media blogs, and Facebook. Content generated during and after each show was shared and enhanced by other commuters who were wishing for their very own ‘unexpected happiness’ experience with Coca-Cola.

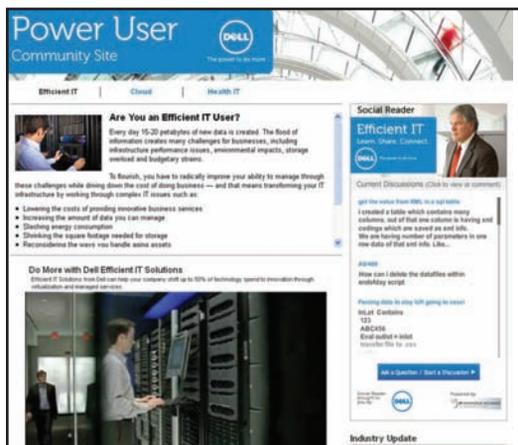
In total, more than 9 million Colombians were exposed to the events through news and press coverage.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/mini.html](http://www.internationalist-awards.com/media_2012/mini.html)



# BRONZE WINNERS

## Dell – “Dell Empowers Social Reader,” – MediaCom US



When IT buyers seek and acquire information for their field only, they traditionally do so passively, by downloading white papers or viewing streaming media.

To support their effort against corporate IT buyers, Dell partnered with Tech Target to create a more dynamic, real time solution. The Dell Social Reader is a social collaboration tool enabling IT buyers to participate in real-time online discussion with peers on a wide assortment of IT topics. The social reader was accessed from a variety of platforms, including an embedded application in Dell white papers, expandable rich media ads and an interactive module on Dell's custom-built community site. The integration of real time peer-to-peer social networking within multiple media formats is a first-time innovation for the IT online marketplace.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/dell\\_empowers.html](http://www.internationalist-awards.com/media_2012/dell_empowers.html)



## Movistar Broadband, Starcom Chile

Home broadband access is a crowded market in Chile, with many competitors using aggressive pricing and promotions to lure customers. Movistar needed to find a creative way to increase sales on home broadband plans as growth stalled.

To highlight their competitive differentiators – service and lightning fast speed – Movistar chose to help time-pressed commuters get to their destinations faster by installing slides on the staircases of Santiago's busiest subway stations during rush hour periods. Supporting the high impact promotion was a strong multimedia plan and OOH elements positioned closely to the slide, increasing visibility and branding. The old-fashioned promotion for a very modern product was an instant hit, generating huge press and PR coverage, social media conversations and positive goodwill towards Movistar. The company was able to reverse sales declines, and sales grew 3% during the promotion period.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/movistar.html](http://www.internationalist-awards.com/media_2012/movistar.html)

## Lower Saxony “University in a Nutshell,” OMD Germany

Competition for freshman University students is extremely intense in Germany. With so many options, how could the Universities of Lower Saxony stand out?

They created an unobtrusive yet immersive experience for potential students that highlighted the special relationship Lower Saxony Universities still maintain between professors and students. Instead of waiting for the students to look for information, Lower Saxony proactively brought the campus and the engagement of the professors to potential students. They created a product sample of Lower Saxony universities by staging the professors and their lectures in standard online banner formats. The interactive and entertaining audio-visual lectures held by real professors were placed directly within existing banner space on key student sites. They used the small spaces to lower the barrier and get students easily involved in a world of scientific work and knowledge.

The campaign generated 1.3 million impressions in a short period of time and an additional 300 thousand impressions via ambient communication at the universities. The campaign was broadly perceived by national German press as highly innovative approach to positively engage students for scientific work, resulting in a great number of multiplying PR contacts.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/saxony.html](http://www.internationalist-awards.com/media_2012/saxony.html)



# BRONZE WINNERS

## Oracle – “Building a Better Business,” Zenith Optimedia London

With the purchase of Sun Microsystems in 2010, Oracle is now in a position to provide both software and hardware solutions. To market this new capability pan-regionally in Europe, Oracle created a new kind of partnership. A stand-alone URL was created, populated with tech whitepapers from market leading technology publisher Tech Target and business video and news from the Financial Times. Both publishers helped drive traffic to the site, which was in English with local language tabs, and tested on both WAP and iPad formats for mobile users. In this way Oracle gained the international reach needed as well as successfully positioning Oracle as the hardware & software solution supplier to both a Senior IT and C-Suite audience. The partnership allowed for the flexibility needed to tailor content and messaging to specific key European markets while, at the same time, achieving the “halo” effect of positioning Oracle as a sound software AND hardware provider to a broader audience.

The results were best-in-class by any measure. The portable sites performed especially well, with time spent as long as five and a half minutes. This unique way of communicating to these two audiences resulted in 13,061 responses delivered, exceeding the guaranteed volume by 18%. This equates to \$4.6MM in revenue pipeline, and a 400% ROI. Additionally, valuable insights into the target’s content consumption were gained, with more interest in video, increased receptivity on iPad and mobile and consumption of technology content from the business audience.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/dell\\_oracle.html](http://www.internationalist-awards.com/media_2012/dell_oracle.html)



## Subaru – “La Ruta a Mendoza,” PHD Chile

Following the earthquake in Japan, Subaru needed to maintain brand presence in Chile, even though the supply of vehicles for sale for limited. Realizing they had an opportunity when “Copa America” (soccer’s most important tournament in Latin America) was being played in the Chilean city of Mendoza, Subaru created a website targeting the thousands of Chileans traveling to the city to support the national team. To further enhance the site and increase Subaru involvement, a prominent Chilean journalist was recruited to drive a Subaru Forester 2 through the country to Mendoza and blog about her trip. More than 60,000 visitors went to the site.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/subaru.html](http://www.internationalist-awards.com/media_2012/subaru.html)



## Solo – “Soon to be World Famous,” OMD Norway

To market SOLO against international competitors, the Norwegian soft drink company set out to make SOLO an international brand. OOH advertising on billboards on Sunset Blvd., celebrity endorsements via Twitter from pop icons like Paris Hilton and Kim Kardashian, and a Facebook campaign encouraging Norwegian youths to send the product abroad all tapped into Norwegian pride in their heritage in a very un-Norwegian way. Approximately 4% of the entire country’s population visited [www.solo.no](http://www.solo.no) and sales increased 7.4%.

See the case study at: [http://www.internationalist-awards.com/media\\_2012/solo.html](http://www.internationalist-awards.com/media_2012/solo.html)



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LATIN AMERICAN 50 THINK TANK MEETS IN MIAMI

The Latin American 50, a group of marketers named by The Internationalist who represent the region's best talent and are inspiring others to recognize Latin America's marketing potential and growing sophistication, met recently in Miami. Their subject was Changes in Latin America that Will Affect Marketing, and John Price, Managing Director of Americas Market Intelligence, the leading market intelligence consultancy in the region steered the discussion.

Price discussed 10 Latin American trends that are impacting the demand for consumer goods and services. His wide-ranging insights included thoughts about the region's current role in global economic issues, demographic and social trends, shifts in migration patterns, the democratization of wealth and new notions of risk.

All photo identifications from left:

- 1 Deborah Malone, The Internationalist/IAA; John Price, Americas Market Intelligence and Amelie Ferro, Publicitas/Charney-Palacios
- 2 Clara Diaz, GDA; Roymi Membiela, Baptist Health and Rodrigo Escobar, Generali
- 3 Raquel Solorzano, Diageo
- 4 Jan Gerits, Laura Reyes, Paloma Martinez and Julian Porras—all OMG Latin America Regional Headquarters
- 5 Roberto Ricossa, Avaya; Guadalupe Hugony, Avaya; Lori Folz, DHL and Silvana Ribeiro, DHL
- 6 Maria Carrasquillo and Connie Duque—both Jarden Consumer Solutions
- 7 Rodrigo Escobar, Generali and Gladys Gutierrez, WDC
- 8 Guido Conterno and Clara Diaz—both Grupo de Diarios Americas (GDA)
- 9 Raul Lopez, Baptist Health; Layla Caballero, Publicitas/Charney-Palacios and Rebecca Barba, Royal Caribbean
- 10 Sheila Ringel, BBC and Helber Diaz, UM
- 11 Carlos Garcia, Nobox and Andres Ramirez, Avaya
- 12 Egidia Contreras Thomas, Enterprise Holdings and Christine Valls, American Airlines
- 13 Juan Pablo Suarez, MediaBrands and Claudia Damas, Kinetic

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**L'ORÉAL SHARES IDEAS ON THE "NEW PATH TO PURCHASE"**

Marc Speichert, Chief Marketing Officer of L'Oréal USA, discussed the beauty company's digital strategy at a recent IAA-NY Chapter Luncheon. Mr. Speichert is responsible for driving and enhancing innovation throughout L'Oréal USA's four divisions: Consumer Products, Luxe Products, Professional Products, and Active Cosmetics, along with Corporate Strategic Marketing, Consumer Market Intelligence, and Media & Digital.

All photo identifications from left:

- 1 Marc Speichert, L'Oréal and Catherine Merchant-Jones, UM
- 2 Andrew Korniczky, JCDecaux and Albert Ko, LinkedIn
- 3 Craig Schneiderman, L'Oréal and Caren Kabot, Bloomberg Businessweek
- 4 Aleksandra Lacka, Optimedia; Suzanne Hopkins, The Economist and Folayo Lasaki, Independent Filmmaker Project
- 5 Rik Gates, CNBC and Larry Levy, LJL Associates
- 6 Patrick Williams, Worth



**GERMANY'S IQ MEDIA MARKETING BUILDS WORLDWIDE PRESENCE**

Pictured here are Bernd Picker and Bob Breen, both of iq media marketing, with Guy Holroyd of Iconic International Communications. The iq team was making a worldwide tour to showcase increased online and mobile offerings, as well as high-quality print titles. Among the brands in the iq portfolio are: Handelsblatt, WirtschaftsWoche, DIE ZEIT, VDI nachrichten, Der Tagesspiegel, mare and Artinvestor.



*TOP MARKETERS AT INTERNATIONALISTS OF THE YEAR DINNER SEE OPPORTUNITY IN A COMPLEX MARKETING WORLD*

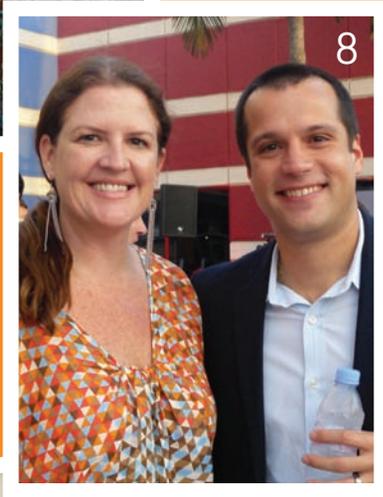
**The Internationalist** gathered 50 of the brightest minds in marketing for an exclusive dinner to honor brand champions, celebrate marketing excellence and share ideas. Hosted by BBC World News, CNBC and UM, marketing executives from leading brand and service companies throughout the world were present. This group of CMOs and global brand leaders is also forming a new Global Steering Committee to help shape the future of the industry on behalf of the International Advertising Association. All agree that despite the complexity of today's marketing world, the opportunities to meaningfully connect with consumers and constituents are greater than ever.

All photo identifications from left:

- 1 Michael Brenner, SAP; Colin Westcott-Pitt, Heineken; Katy Giffault, Hasbro; Rob Langtry, Australian Wool Innovation; Len Blaufeder, BNY Mellon
- 2 Paul Greenberg, NYC & Co.; Brendan Banahan, Wells Fargo
- 3 Kieran Foley, Digicel; Deborah Malone, The Internationalist/IAA, Morten Albaek, Vestas Wind Systems and Sebastian Jespersen, Vertic
- 4 Kristin Jones, UM; Theresa Nasi, UM; Susan Jurevics, Sony Corporation and Elizabeth First, UM
- 5 Mark Stewart, Kraft; Erich Parker, DuPont and Betsy Simons, EuroRSCG
- 6 Anita Stewart, Sesame Workshop; Kieran Foley, Digicel and Lou Jerome, CNBC
- 7 Deborah Malone, Internationalist/IAA and Ben Jankowski, MasterCard

Contact our team: Conover Brown, Melissa Worrell, Natalya Meytin, Jeannie Ng, Shirley Wai  
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PEOPLE AND PLACES





**OMD LAUNCHES NEW BRAND IDENTITY & NEW SOCIAL INITIATIVE**

In an event that took place at the Sofitel in Miami, the Omnicom Media Group (OMG) Regional office invited some of its top executives and media partners in the region to the unveiling of OMD's new brand and visual identity. The new identity captures the story of OMD's talented professionals who are always in motion across more than 100 countries.

During this event, Julian Porras, CEO for Omnicom Media Group LATAM also announced OMD's new Social Responsibility initiative called "Unidos Somos Mas" or "We Are More United." This unique initiative aims to provide nonprofit organizations, NGO's, brands, and communities in general with a platform to enhance their communications. Thus making a difference in the success of the social cause they support. With this initiative OMD is looking to contribute to a better world by using the sharing of information and knowledge as its main tool to support many worthy causes.

All photo identifications from left:

- 1 Julian Porras, Omnicom Media Group Latin America
- 2 Amelie Ferro, Publicitas; Jan Gerits, Paloma Martinez, and Laura Reyes-- all OMG Latin America Regional Headquarters
- 3 Javier Collao, OMD Peru; Bianca Ruiz, OMD Latin America Regional Headquarters
- 4 Katherine Orozco, OMD Latin America; Valeria Basmagi, Publicitas
- 5 Roberto Poblete, Sebastian Ramirez, Jorge Ramirez-- all OMD Latin America Regional Headquarters
- 6 Daniel Morales, OMD Latin America Regional Headquarters
- 7 Verónica Lizama, US Media Consulting
- 8 Michelle Gallagher, MTV Networks; Carlos Pedraja, Google
- 9 Ludwig Haderer, OMG Latin America; Héctor Costa, FOX
- 10 Mariano Román, IMS; Ana Herrera, Discovery
- 11 Alfonso Cueto, ESPN; Juan Carlos Sanchez, Sony; Marco Botero, ESPN; Chad Lehman, Google
- 12 Melissa Quinoy, Grupo OLE with Julian Porras and Anjanette Correa-- both OMG Latin America Regional Headquarters
- 13 Carolina Martinez and Katherine Orozco-- both OMD Latin America with Omar Garcia, Discovery Networks

## The 2012 Hub Culture Zeitgeist Ranking

The 6th Annual Hub Culture Zeitgeist skids into place having rounded the bases a bit slower than usual, with a focus on the heavyweights and gradual power shifts. This is the year of determined resolve - everyone seems, dare we say, pretty optimistic?

Signs are that the US and European economies are finally evening out from their death spirals, income inequality is being addressed via pop culture platitudes, emerging markets are ticking over, its an Olympic year, etc. etc.. (Just how do we create this ranking?).

And its São Paulo for the win - again! While the main cities remain on the list in different positions, power is shifting — with more BRIC cities in the top positions than ever before. It really is all about Brazil and China, but at the same time, growing signs of slow downs in both markets make the future difficult to predict.

### 1. São Paulo (2011 rank: 1)

Perched at the top of the list for a record third year is São Paulo, where the defining topic of conversation continues to be how hard it is to find good help. You know things are going well when staffing your dinner party adequately is a major topic of concern. It is however a harbinger — inflation and class ambition do not make a tranquil mix forever. The strong currency and commodity growth at large aren't the only thing fueling Brazil — property and consumer retail are continuing to enjoy enviable growth rates despite a 4Q dip last year. Meanwhile, the city is ever more popular, and ever more desirable for corporate postings, regional businesses, and those looking to experience the Brazilian boom first-hand.

Enjoy it while it lasts, Brasileiros.

### 2. Hong Kong (2011 rank: 7)

Hong Kong hits a high note this year — a cosmopolitan mix, fantastic shopping and epicenter attitude for business make it the world's drop-in city. But the downsides — pollution, overcrowding, and little thought for public space — have often held it back.

Despite these issues, lately the world just seems to bend more toward Hong Kong — maybe because there is an ever stronger air of confidence and derring-do in the city? HK simply doesn't care what everyone else thinks anymore, and that makes us all care even more (especially big brother to the north). As the world navigates the shift of power from west to east, Hong Kong remains perfectly balanced between the two.

row's bright lights rocking today's late nights.

### 3. Beijing (2011 rank: 14)

While its still a bit rough around the edges, one gets the impression that Beijing is the new Manhattan, but on a much larger scale. Yes, its still under construction. Yes, you can still ride a rickety rickshaw from a man with no teeth through teeming traffic, but now he'll charge you \$40 bucks. Yes, its freezing cold half the year and choking with dust the other half. But it will rule, and therefore, people are building and innovating and spending and earning and just plain living. It's very alive right now, Beijing, in a way other places aren't.

### 4. Berlin (2011 rank: 4)

Berlin is like your hipster friend who went into local politics and ended up raising your property taxes. All the cool kids are still there, but the city's evolution into political power player is complete, and that's replacing the hip factor with raw power. Berlin is calling the shots across Europe — from the Greek crisis to EU interest rates, and so for every underground dungeon slash disco there are now two lawyers in a coffee shop talking about work. That's life.

### 5. London (2011 rank: 9)

It's official, this is London's year — from the Queen's Jubilee to the Olympics, there is no better place in the world to be this summer. Lots of labour is coming to fruition in London — from the epic Shard, Europe's tallest building, to progress on Crossrail, the city is making sure it will remain the center of European business for a long time to come. As the pound deflated in the crisis, cost of living has become thankfully more reasonable, and there's still an influx of foreign money propping up property. Trouble is... no one knows what abyss lies after the Olympics, and how Team Britain can compete in a world that offers a lot more for less — and with better weather. Banks are downsizing. Taxes are epic. The streets are filled with unemployed alcoholics. But otherwise it's great!

### 6. New York (2011 rank: 6)

As the US economy evens out, New York stands to benefit from all the forces that make urbanization a driving force elsewhere on the planet. America's most optimistic city offers a comparatively green lifestyle and a steady creative sector, leadership in finance, and a re-emerging 'scene'. Somehow the city managed to capture and amplify the Occupy movement into something resembling hacktivism, with a simple message: "if we don't like something, we change it!". Not much has actually changed, but at least post-Occupy, can-do New York refuses to be anyone's victim.

### 7. Sydney (2011 rank: 3)

Sydney remains the place everyone would go if it weren't so far away. Over the last twelve months, the continent has only moved about 6 mm closer to the rest of civilization. Another year of strong commodities and a hot economy mean another year richer. The biggest challenge is that Sydney is pricing itself out of the global market on the back of a strong currency and intense demand in the urban core, but is that so bad if you're already established there? Nope.

### 8. Singapore (2011 rank: 11)

Singapore is sizzling. We've talked about the city's green credentials, oasis feeling, sticky-bun mall flavouring, and increasingly beautiful architecture before, but its nice to see the edge here getting sharper and sharper. Where else can you feel like an alien strolling into a roof top bar covered in neon and gold fixtures, as the city glimmers at your feet? One casino here turns over as much cash as Vegas in a year. And you'll need to gamble just to afford the drinks — life here has gotten pretty expensive lately. Also: bubble tea.

### 9. Istanbul (2011 rank: 18)

Istanbul is electric. All that youthful energy is just busting with creative endeavours, and its such a cool place to be, especially if you're in the leisure sector. The sense that Istanbul is building a great future for itself has been pervasive for awhile now — its more of the same, with more results, more people and more attitude featuring that unique stamp of a crossroad. The creative vibe has really taken root here, and its turning a leisure attitude unrivalled anywhere and completely impossible to copy into big business. Its evident in the art galleries popping up all over town, the furniture brands, and the growing list of mobile tech startups squashed into every corner of the city.

### 10. Rio de Janeiro (2011 rank: 20)

2012 kicks off a 4 year marathon for Rio, beginning with this summer's Rio +20 Summit on the environment, and running to the World Cup and the 2016 Summer Olympics. Is Rio ready? Crime is still an issue, 1 in 3 live in a slum, and all the activity has driven real-estate prices sky high. There aren't enough hotels, or cops, or thong shops.

But relax, this is Rio! Have a frozen acai smoothie, don your Havainas and ride the wave — Rio is in for a fantastic ride. For quality of life alone, it might be number 1 on the planet, provided you don't have to ruin your beach runs with a day job.

### 11. Capetown (2011 rank: 17)

### 12. Tokyo (2011 rank: 12)

### 13. Seattle (new)

### 14. Mexico D.F. (2011 rank: 16)

### 15. Shanghai (2011 rank: 8)

### 16. San Francisco (2011 rank: 10)

### 17. Dubai (Returning, 2009 rank: 15)

### 18. Los Angeles: (2011 rank: 4)

### 19. Moscow (2011 rank: 15)

### 20. Abu Dhabi (2011 rank: 19)

Stan Stalnaker is the founder and creative director of Hub Culture, a real network merging the virtual and physical. Hub Pavilions are opening worldwide with workspace, online collaboration tools and support services for Hub members. He can be contacted at [stan.stalnaker@hubculture.com](mailto:stan.stalnaker@hubculture.com)

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