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5

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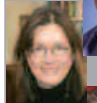
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朝日新聞



Thoughts about “Passing Through”

During New York’s Advertising Week, I attended the American Advertising Federation’s (AAF) 2010 Diversity Achievement and Mosaic Awards luncheon, which honors excellence in multicultural marketing. A number of our industry leaders were honored, among them: Michael Roth, Chairman & CEO of Interpublic Group for his work as a “Corporate Leader; Tim Love, Vice Chairman of Omnicom Group recognized as an “Industry Influential,” and Carol Sagers, Director of Strategy at McDonald’s for accomplishments as an “Industry Career Achiever.”

Saul Gitlin, Executive Vice President of Strategic Marketing Services/New Business at Kang & Lee Advertising was also honored as a “Trendsetter.” Throughout his career, he forged new directions across the barriers of race, ethnicity, culture, and language. For those unfamiliar with K&L Advertising, it is the leading multicultural marketing consulting and communications agency that specializes in reaching Asian multicultural consumers in North America.

When Saul Gitlin arrived at the podium to accept his award, he told a story.

Thirty years ago as an undergraduate at Cornell, he majored in Chinese at a time when this course of study was unusual, and his classmates often ridiculed his choice. He subsequently spent a full year as an exchange student in Shanghai in 1982,

returned to the US to receive his MA degree in East Asian Studies from Yale, and then went back to China for six more years in senior marketing roles for multinational corporations. This was during the very early period of China’s emergence on the world stage, and long before the country was recognized as the “hot” market it is today.

During those early years in China, it was unusual for the Chinese to come across a Caucasian guy who was completely fluent in Mandarin. Upon hearing Saul’s language skills, the Chinese would immediately reply, “You are a China Expert.”

He later learned that the Chinese concept of “expert” is someone who is “passing through.” In the East, Saul found that “expert” describes a transformational journey that enables someone a glimpse of the other side, while it also changes them. In the West, we think more in terms of breaking down barriers, rather than recognizing that some experiences are meant to change us as we see the world differently.

It seems that we are all “passing through” a remarkable period in our industry — certainly a time that has been re-set by economics, but also one that causes us to question some of those basic approaches to marketing itself. As I listen to many voices from all over the world, I believe that the questions we ask are getting better — even if we may not always find immediate answers.

This issue of **The Internationalist** poses a number of big questions: What do clients want? Are we entering an Age of Selfish Altruism? We all must continue to ask questions to better recognize how consumers, media, technology and marketing continue to evolve.

However, I think that Saul Gitlin told that story as he accepted his award for multicultural contributions, because being “expert” in marketing only occurs if you allow situations, people and ideas to transform the way you view the world.

PS. Saul Gitlin is not only fluent in Mandarin Chinese, but Hebrew, French and his native English. In addition to his BA in Asian Studies from Cornell, he has an MA in East Asian Studies from Yale and an MBA in Marketing from Columbia.

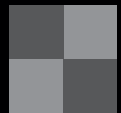
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Départ / Departure

Départ Scheduled	Vol numéro Flight number	Destination Destination	Porte Gate	Audience Reach	Remarques Remarks
11:40	EN 8447	euronews	A1	16.2%	boarding
12:00	CI 3548	CNN International	D2	15.6%	go to gate
12:15	SN 978	Sky News	E3	14.0%	go to gate
12:20	BW 275	BBC World News	B4	13.0%	go to gate
12:35	CN 8309	CNBC	F5	6.1%	go to gate
12:40	BB 8413	Bloomberg TV	C6	5.0%	go to gate
12:50	FR 8741	France 24	A7	3.0%	go to gate
13:10	AE 3895	Aljazeera English	G8	1.8%	go to gate
13:30	RT 854	Russia Today	B9	0.9%	go to gate

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Always One Step



By Luis Gallardo, Global Director of Brand & Marketing at Deloitte

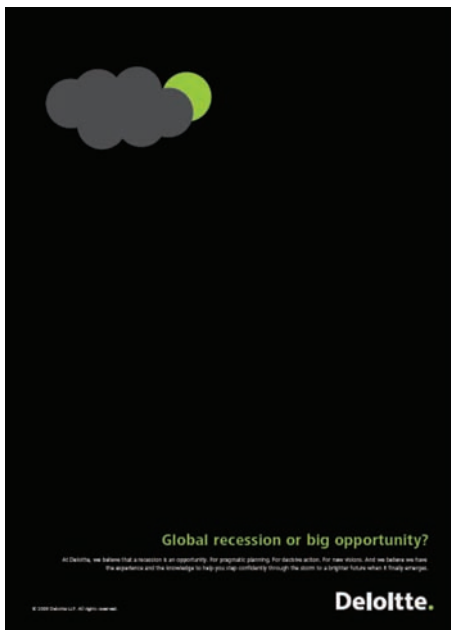
Luis Gallardo has been busy. As Global Director of Brand & Marketing at Consulting firm Deloitte Touche Tohmatsu, he has been traveling between his native Spain, Deloitte's New York hub and many markets in between as the financial advisory giant introduces the second phase of its global "Green Dot" positioning campaign.

Luis Gallardo is the global director of marketing and communication at Deloitte. Before managing the Deloitte brand at the global level in New York, he was the head of communication and corporate reputation at Deloitte Spain. Luis has counseled major global organizations as part of their corporate strategies on brand and communication management.

Using the brand platform of "Always One Step Ahead," all advertising creative cleverly incorporates a single green dot to represent images as diverse as a globe, a sun, a door knob, or a bead on an abacus. (Luis Gallardo characterizes the Deloitte "Green Dot" as a hero set against a black background.) The striking, yet simple, visuals illustrate how Deloitte is always one step ahead on issues from corporate sustainability to recruitment to opening up new opportunities.

According to Gallardo, "The campaign is almost a symbolic way of explaining the Deloitte story as the visuals transcend boundaries, cultures, and sectors while avoiding the traps of semantics or language as much as possible. The communications becomes an experience of our excellence and our brand positioning, instead of merely a description of it."

The ads have already run in over 50 countries to provide DTT member firms a consistent image and presence in the marketplace. The "Green Dot" campaign is a global, unified communications concept that Gallardo believes is helping to position Deloitte "as a category of one."

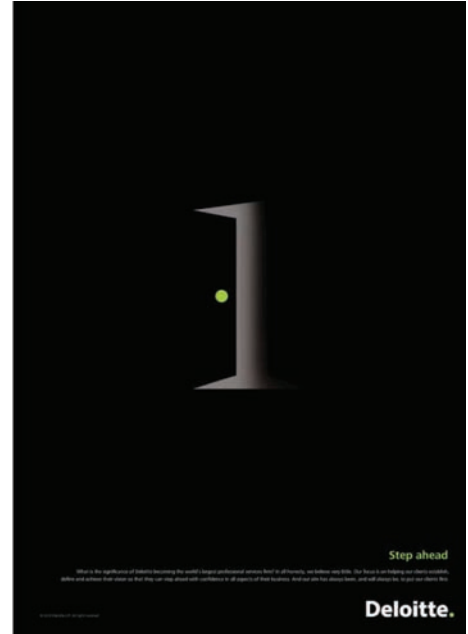


Ahead

A believer in building strong relationships with different stakeholders, Luis Gallardo thinks the campaign will drive the following ideals:

1. The clarity of the campaign will distinguish Deloitte from cluttered messages in the category and underscore how the company is moving ahead.
2. The questions posed in “Green Dot” offer an invitation to intelligent debate.
3. The messages are optimistic and associated with progress — which offer a fresh and emotionally-rewarding point of view.
4. The campaign instills confidence: Deloitte can be trusted to lead.

The campaign was developed by muirhoward, London. Deloitte also worked with The Partners, London, on brand strategy.



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Thomson Reuters Eikon Heralds a New Era

Lee Ann Daly, Chief Marketing Officer of Thomson Reuters Markets division, which includes the company's financial services information business and Reuters newswires, is having an all-signals-go year with the aggressive launches of several new global campaigns. Under the tagline of "New Era. New Tools," these efforts also reflect how the company is dramatically changing the way it brings new products to market during a time of financial skepticism when customers are also demanding greater transparency and engagement.

Thomson Reuters has made sure that their launches include key experiential marketing and immersive environments that encourage participation in new conversations. In fact, Lee Ann Daly jokes, "Given some of our programs with street teams in key areas like London's Canary Wharf, you might think our tactics are similar to the launch of a new flavor of Coke! However, to reach our contemporary business customer, we need to employ many elements of strong consumer marketing."

Last month, Thomson Reuters launched its new financial desktop platform, Thomson Reuters Eikon, designed for digital natives or "Eikons" who will influence the future of finance by working smarter, faster and more collaboratively. The global marketing campaign targets 14 major cities in 7 languages. It is the largest campaign in the company's history, and combines traditional print, digital, broadcast and out-of-home advertising with street teams, experiential displays, a car competition, an online game, and Go Live events for customers and key stakeholders.

One of the Thomson Reuters Markets events recently took place in New York City when Vanderbilt Hall at Grand Central Station was transformed to a digital space to offer guests a view of the New Era. The company is encouraging customers to help define the New Era by offering a competition to win a change to accompany Polar Explorer Jason De Carteret in his effort to break the Guinness world record for the fastest overland journey to the South Pole.



Lee Ann Daly has served as Executive Vice President and Chief Marketing Officer of Thomson Reuters since January 2007. She joined Reuters just prior to the Thomson Reuters merger and is now responsible for brand development and global marketing efforts.

A 20-year veteran of the marketing and advertising industry, Lee Ann also served as executive vice president of marketing at ESPN prior to joining Reuters. There she led the development, direction and implementation of all branding, creative services and marketing for all of ESPN's television, print, radio, broadband and Internet products.



Being customer-centric is at the core of break-through campaigns today—whether they are business-to-business or business-to-consumer. In fact, more b-to-b marketers should be emboldened to take this approach, because it works. You can’t change perceptions without understanding what your customers need and want.

Lee Ann Daly says of the event portion of the campaign, “We are marketing to the end user—to the real people who believe in their career, but are dismayed by circumstance. For them, Eikon is a new tool and a new way forward. We want to give those individuals a voice in the campaign, and then give them access to experience the product.”

The Eikon product had been in development for three and half years, and the marketing was created alongside it. The focus was to answer the needs of contemporary, tech-savvy customers, while addressing the massive changes in the financial services industry. Eikon was designed to make a difference in how people trade.

Earlier this year, the company also launched a new platform, called Reuters Insider, with a global effort. Insider includes programming from Reuters and 150 content partners, while the video platform enables companies—via their own branded channels—to broadcast research, market commentary and morning calls to Thomson Reuters subscribers.



Consumer Campaign?



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1	1	Coca-Cola	United States	Beverages	70,452	2%
2	2	IBM	United States	Business Services	64,727	7%
3	3	Microsoft	United States	Computer Software	60,895	7%
4	7	Google	United States	Internet Services	43,557	36%
5	4	GE	United States	Diversified	42,808	-10%
6	6	McDonalds	United States	Restaurants	33,578	4%
7	9	Intel	United States	Electronics	32,015	4%
8	5	Nokia	Finland	Electronics	29,495	-15%
9	10	Disney	United States	Media	28,731	1%
10	11	HP	United States	Electronics	26,867	12%
11	8	Toyota	Japan	Automotive	26,192	-16%
12	12	Mercedes Benz	Germany	Automotive	25,179	6%
13	13	Gillette	United States	FMCG	23,298	2%
14	14	Cisco	United States	Business Services	23,219	5%
15	15	BMW	Germany	Automotive	22,322	3%
16	16	Luis Vuitton	France	Luxury	21,860	4%
17	20	Apple	United States	Electronics	21,143	37%
18	17	Marlboro	United States	Tobacco	19,961	5%
19	19	Samsung	South Korea	Electronics	19,491	11%
20	18	Honda	Japan	Automotive	18,506	4%
21	21	H&M	Sweden	Apparel	16,136	5%
22	24	Oracle	United States	Business Services	14,881	9%
23	23	Pepsi	United States	Beverages	14,061	3%
24	22	American Express	United States	Financial Services	13,944	-7%
25	26	Nike	United States	Sporting Goods	13,706	4%
26	27	SAP	Germany	Business Services	12,756	5%
27	25	Nescafé	Switzerland	Beverages	12,753	-4%
28	28	IKEA	Sweden	Home Furnishings	12,487	4%
29	37	J.P. Morgan	United States	Financial Services	12,314	29%
30	30	Budweiser	United States	Alcohol	12,252	4%
31	31	UPS	United States	Transportation	11,826	2%
32	32	HSBS	United Kingdom	Financial Services	11,561	10%
33	33	Canon	Japan	Electronics	11,485	10%
34	29	SONY	Japan	Electronics	11,356	-5%
35	34	Kellogg's	United States	FMCG	11,041	6%
36	43	Amazon	United States	Internet Services	9,665	23%
37	38	Goldman Sachs	United States	Financial Services	9,372	1%
38	39	Nintendo	Japan	Electronics	8,990	-2%
39	40	Thomson Reuters	Canada	Media	8,976	6%
40	36	CITI	United States	Financial Services	8,887	-13%
41	35	DELL	United States	Electronics	8,880	-14%
42	42	PHILIPS	Netherlands	Electronics	8,696	7%
43	46	EBAY	United States	Internet Services	8,453	15%
44	41	GUCCI	Italy	Luxury	8,346	2%
45	44	L'Oreal	France	FMCG	7,981	3%
46	48	Heinz	United States	FMCG	7,534	4%
47	45	accenture	United States	Business Services	7,481	-3%
48	50	Zara	Spain	Apparel	7,468	10%
49	47	Siemens	Germany	Diversified	7,315	0%

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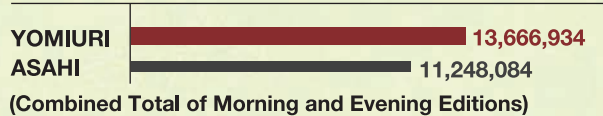
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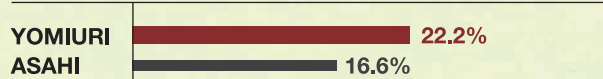
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50	49	Ford	United States	Automotive	7,195	3%
51	52	Colgate	United States	FMCG	6,919	6%
52	57	Morgan Stanley	United States	Financial Services	6,911	8%
53	55	VW	Germany	Automotive	6,892	6%
54	63	Blackberry	Canada	Electronics	6,762	32%
55	54	M-TV	United States	Media	6,719	3%
56	53	AXA	France	Financial Services	6,694	3%
57	58	Nestlé	Switzerland	FMCG	6,548	4%
58	60	Danone	France	FMCG	6,363	7%
59	56	Xerox	United States	Electronics	6,109	-5%
60	61	KFC	United States	Restaurants	5,844	2%
61	N/A	Sprite	United States	Beverages	5,777	0%
62	62	Adidas	Germany	Sporting Goods	5,495	2%
63	65	Audi	Germany	Automotive	5,461	9%
64	67	Avon	United States	FMCG	5,072	3%
65	69	Hyundai	South Korea	Automotive	5,033	9%
66	64	Yahoo	United States	Internet Services	4,958	-3%
67	81	Allianz	Germany	Financial Services	4,904	28%
68	N/A	Santander	Spain	Financial Services	4,846	0%
69	70	Hermes	France	Luxury	4,782	4%
70	66	Caterpillar	United States	Diversified	4,704	-6%
71	71	Kleenex	United States	FMCG	4,536	3%
72	74	Proscche	Germany	Automotive	4,404	4%
73	75	Panasonic	Japan	Electronics	4,351	3%
74	N/A	Barclays	United Kingdom	Financial Services	4,218	0%
75	80	Johnson & Johnson	United States	FMCG	4,155	8%
76	76	Tiffany & Co	United States	Luxury	4,127	3%
77	77	Cartier	France	Luxury	4,052	2%
78	N/A	Jack Daniels	United States	Alcohol	4,036	0%
79	82	Moët & Chandon	France	Alcohol	4,021	7%
80	N/A	Credit Suisse	Switzerland	Financial Services	4,010	0%
81	92	Shell	Netherlands	Energy	4,003	24%
82	94	Visa	United States	Financial Services	3,998	26%
83	79	Pizza Hut	United States	Restaurants	3,973	2%
84	78	Gap	United States	Apparel	3,961	1%
85	N/A	Corona	Mexico	Alcohol	3,847	0%
86	72	UBS	Switzerland	Financial Services	3,812	-13%
87	86	NIVEA	Germany	FMCG	3,734	5%
88	95	Adobe	United States	Computer Software	3,626	15%
89	84	Smirnoff	United Kingdom	Alcohol	3,624	-2%
90	N/A	3M	United States	Diversified	3,586	0%
91	88	Ferrari	Italy	Automotive	3,562	1%
92	N/A	Johnnie Walker	United Kingdom	Alcohol	3,557	0%
93	N/A	Heineken	Netherlands	Alcohol	3,516	0%
94	N/A	Zurich	Switzerland	Financial Services	3,496	0%
95	89	GA	Italy	Luxury	3,443	4%
96	91	Lacome	France	FMCG	3,403	5%
97	90	Starbucks	United States	Restaurants	3,339	2%
98	73	Harley Davidson	United States	Automotive	3,281	-24%
99	100	Campbells	United States	FMCG	3,241	5%
100	98	Burberry	United Kingdom	Luxury	3,110	0%

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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



SASHA SAVIC TAKES ON A NEW ROLE IN NORTH AMERICA

Sasha Savic has just joined Havas Media in a newly-created role as the company's first Chief Commercial Officer for North America. His responsibilities focus on revenue-building for the various entities under the Havas Media umbrella, such as MPG, Havas Digital and

Havas Sports & Entertainment. He will report to the CEO of North America, Maria Luisa Francoli and continue to be based in New York.

Most recently, Sasha spent 4 years as COO of PG2, Publicis Groupe's specialty media brand responsible for global relationship with Procter & Gamble.

Sasha, a native of Sarajevo, started his New York media career at Universal McCann in 2003 where he became the EVP/Director of Global Accounts. He handled worldwide management and media coordination for such clients as Coca-Cola, Microsoft, Lucent, Intel and Mastercard. Facebook.

CONTACT: sasha.savic@havasmedia.com



DEPARTURES EXPANDS ITS GLOBAL FOOTPRINT

Neil Sartori, the International Ad Director of Journal International Publishing, is very excited — particularly at a time when many print publishers are retrenching. This December, the company will introduce *Departures* magazine for American Express

Platinum Card® holders in the Asia-Pacific region, one of the fastest-growth markets for luxury products.

This expansion is part of an international consumer marketing strategy to redefine luxury lifestyle publications distributed to American Express' premium card members. In addition to the U.S., Europe, the Middle East, Japan and Russia, *Departures* magazine will now also be mailed directly to Platinum Card

members in Australia, New Zealand, Hong Kong, Singapore, Malaysia, Taiwan and India.

Departures will be customized for each edition in the Asia-Pacific region with original content developed specifically for each local audience, accompanied by market-relevant editorial from the U.S. edition. The editions will be published in English and Chinese based on the market and Card member preference.

Journal International Publishing Ltd., with offices in Germany, Hong Kong and Sydney, has published *Departures* magazine in Europe and the Middle East in a cooperative partnership with American Express Publishing Corporation, New York since 2004. The company also publishes *Centurion* magazine for members of the American Express Centurion Card® or "black" card with its top-of-the-line privileges and concierge services. *Platinum* magazine in the Asia-Pacific region will be replaced by the soon-to-launch *Departures*.

According to Neil Sartori, "The introduction of *Departures* into Asia-Pacific offers a truly global media solution for luxury marketers. We look forward to helping our advertising partners find new ways to reach American Express' most valuable Card members throughout the world."

CONTACT: sartori@journal-international.com



DIGITAL ADVERTISING TO MIAMI CRUISE TERMINALS WITH HUSON'S HELP

First 2 Market Media has developed HD-LCD Video Walls as the first digital advertising network at the Port of Miami cruise terminals. These dramatic installations are located in the passenger boarding and baggage claim areas where 4.2 million passengers annually wait to either board ships or pick up luggage.



The company creates Digital-Out-Of-Home solutions to help brands reach target audiences — whether they are at work, at play, or in transit. The Miami Cruise Terminal is an ideal spot to provide destination information about where to stay, where to dine and what to do while in town, as well as showcase Duty Free products for sale onboard. Content will be provided by Reuters newsfeed, and advertisers will have an optional opportunity to add a mobile component and display “call to action messages: inviting the audience to respond via mobile text messaging which can be tracked and measured.

Huson International Media has been appointed as the exclusive advertising sales force in North America and Europe for the Port of Miami digital advertising network.

Ralph Lockwood, President of Huson International Media, comments “The field of digital video in the out-of-home sector is a huge growth area, and this particular location, in a major US cruise-liner port with a captive audience of high-income earners, is a very high-impact advertising opportunity. The option to add a measurement criterion through mobile text responses is a sophisticated development sure to intrigue many clients. We could not be more delighted than to be in at the beginning of such an outstanding opportunity”.

CONTACT: ralph.lockwood@husonmedia.com

MICHAEL KARNIG REMEMBERED WITH AN INNOVATION AWARD & DONATION

Unfortunately, our industry lost Michael Karnig to cancer at the end of last year during the prime of his life. His daughter Nathalie is now at the helm of Karnig4Media, and at this year’s annual Connect Alliance partners event featured an award for Media Innovation given in Michael’s honor. Connect Alliance is comprised of 6 independent ad representation companies in Europe, and each partner highlighted a campaign they worked on this year which best met the criteria of “innovation.” The

Michael Karnig Award was presented to the media owner that ran the campaign, while a donation of 2000 euros, contributed by the Connect Alliance partners, was made in Michael’s name for cancer research in the event’s host country. (This year, the event was in the UK.)

Mercury Publicity’s Innovation submission for the Vienna Tourism Board’s work with French newspaper Le Figaro’s website — lefigaro.fr — won the Karnig Award. The campaign titled “Vienne, Vin & Design” encouraged French visitors to come to Austria’s capital for its wine, food, design and art, and took great advantage of the web’s many capabilities — from banner ads to e-newsletters to extended microsites that highlights the interests of French travelers.

Michael has always been associated with innovation. It was Michael Karnig who made me realize the independent reps were a grossly underestimated sector of our business. In fact, Independent international media representatives just might be the glue that holds this industry together. It is the one sector that interacts with clients, agencies and media owners, and no other group has a better ear for market intelligence.

Michael reminded me that independent reps have been masters of the multiplatform and multimarket sell — long before such notions became trendy. They were necessary for survival, particularly when most reps must recreating 60% of their revenues from new business-every year. And all of this is done on the payment promise of future commissions.



G L O B A L H I G H L I G H T

Pictured is **Felix Wong**, the Director of International Marketing & Partnerships for the USA National Pavilion at the Shanghai Expo 2010 and **Tim Love**, Omnicom’s Chairman for APIMA (Asia Pacific India Middle East Africa). Felix was named an Agency Innovator by **The Internationalist** in 2008 for his work at The Marketing Arm in Beijing. He insured that the USA Pavilion presented a dynamic story that underscores key values shared by both the Chinese and American people, while demonstrating how America is a place of opportunity.

Are new values killing

BY ALAN FAIRNINGTON



Alan Fairnington has lived and worked on four continents working at a senior level with many of the world's largest companies in a broad range of categories. He has been a close observer of consumer trends and attitudes during his time as a director of one of the world's largest advertising agencies and as a management consultant.

He began his career with J. Walter Thompson (JWT) in Toronto, Canada, and was later transferred to manage the Malaysian Company based in Kuala Lumpur. He then went on to manage the newly formed JWT Hong Kong operation, and later opened JWT China and JWT Taiwan. Alan became JWT President Asia-Pacific and was appointed to the JWT Worldwide Board and Executive Committee. After 10 years of his leadership, JWT Asia Pacific operations more than tripled in sized and moved from a loss position to 24% of global profits.

He later assumed the CEO role at Batey at the behest of Sir Martin Sorrell, CEO of WPP Group.

Alan left Batey in 2009 to establish Mext's Asian Operations in partnership with Laurenz Koehler

Alan was born and raised in the UK, and graduated from Durham University with an Honors Degree in Psychology.

A new set of values is changing consumer attitudes and buying behavior. These new values are coloring the way people see companies and affecting their relationship with brands. The effect is most pronounced in developed countries, but the impact is being felt around the world.

These new values can be described as selfish altruism, and it will impact the way we choose to live for the foreseeable future.

We're moving from an era of conspicuous consumption to an age of much more considered buying. We still want to buy for ourselves but we're much more conscious of the impact that our purchase makes on others. We want to satisfy our own needs, but we'll try to do some good at the same time. Essentially, we're buying with a conscience rather than just spending for the heck of it.

The seeds of this new set of values were sown decades ago, but they have picked up speed after the millennium, and the recent financial crisis has accelerated the trend.

Companies which understand this change in consumer values will prosper in the future and become more desirable corporate citizens which enjoy shareholder support. Those which don't make the changes in corporate culture and ethics that their customer expect will feel the pain of consumer, stockholder and government rejection.

There are four main drivers which are creating a new age of selfish altruism: **environmentalism, ageing, the internet, and consumer fatigue.**

They are combining to create a new 21st century consumer with a stronger sense of morality and ethics. The result is that purchases are increasingly being made on the basis of need rather than desire. On function rather than form. And influenced by altruism, not just the self.

Environmentalism.

Whether people believe in global warming or not, there can't be anyone on the planet who isn't concerned about **environmental pollution, toxic foods or ecological damage.** This concern has grown with evidence of the

increasing problems and accidents which are occurring everywhere around our world.

Environmentalism is now a key subject at most schools, and this is producing a new generation of 'eco-nazis', as they have been described.

a new consumer with a stronger

consumerism?

The old 'greens' who created awareness of environmental problems are being replaced by a new generation of zealots who will simply not tolerate enviro-vandalism or ecological damage.

The need to 'save the planet' is creating seismic shifts in all kinds of industries as they strive to find a way to transform their operations to reduce the environmental impact. Power generation, transportation and building are in the forefront of this transformation.

Power companies have to diversify their production methods from coal and oil, towards wind, solar, tidal and even nuclear energy. Automobile manufacturers are racing to produce cost efficient electric vehicles. Housing standards are being tightened annually to force energy savings, and create domestic power production for heating, cooling and lighting.

However, there is widespread frustration among the general population that they are not able to do more to achieve their environmental goals. They feel somewhat helpless, because as much as they change their own habits and behavior to be environmentally friendly, they see their personal efforts being overwhelmed by polluting companies and countries. This frustration leads to a severe public anger as BP found recently, and as did Sanlu milk powder company in China. Consumers will be unforgiving

towards companies or brands which create environmental damage. A recent global survey showed that people around the world demand harsh penalties, including imprisonment, for the management of companies which create environmental damage. In many cases they want polluters treated more severely than many other crimes including theft and assault!

This popular anger is pushing companies and governments to take stronger action and provide a clear framework and road map so that everyone can work together towards a cleaner, safer planet.

Consumers want to buy from companies which are **environmentally responsible during the process of manufacture and operation**, and will take action against companies who fail to meet the standards required. Product boycotts are ever more common, especially in the food sector. Companies using palm oil for example need to be very careful how they source the product, as Nestle, Unilever and many other food companies found out when consumer boycotts forced them to change suppliers or use different ingredients.

A recent survey showed that consumers are willing to pay a premium for environmentally safe and non-toxic



sense of morality and ethics

What was the carbon footprint during manufacture?

products. Interestingly consumers who say they will pay the highest premium (in excess of 30% more) live in China, Brazil and India: all countries that have had huge environmental problems. As a corollary to this, one of the biggest frustrations in these same countries is the inability to discern from the packaging or the branding which products are actually safe and worthy of that premium pricing!

Companies are being questioned about their eco-credentials, and must be able to provide clear and specific answers: what was the carbon footprint during manufacture? Where was the source of the raw materials, and was there any ecological damage? Were the employees treated ethically and paid a fair wage? How will the product be disposed of?

These kinds of questions are not only occurring at the corporate level, they are also becoming key factors at the point of sale. Retailers are already filtering out products with too much packaging, too many additives, unclear manufacturing sources, or questionable environmental credentials. Consumers then add further scrutiny.

Conversely 'fair trade' products are gaining momentum, and food companies for example increasingly working with farmers to create sustainable business models by improving crop yields, ensuring safe

practices, and underwriting basic prices.

Using these altruistic business actions in marketing tactics needs to be considered carefully. If business altruism is seen to undertaken solely for marketing reasons, consumers will not respond well. They want to believe a company has genuine ethics and that altruism is part of the corporate culture.

'Greenwashing' will therefore not be an effective marketing strategy for most products as consumers are increasingly skeptical of manufacturer's environmental claims. However, ecological and environmental credentials will increasingly become a price of entry for products in almost every category.

Environmentalism and the demand for clean, safe products and sustainable production will become a bigger and bigger factor for every company in the world as new generations of eco-nazis become more strident and empowered.

CSR will move from being a largely PR function, to a central driving force in many companies.

Aging.

We have all grown up in a world where population growth has been taken for granted and controlling that growth a huge issue.



CSR will [become] a driving force in many companies.

“Third-person effect” is a psychological phenomenon which states that you think the media doesn’t influence you but everyone else.

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The result is that global population is forecast to peak around the year 2050.

However many of us now live in countries with declining populations: Japan, Germany, and Russia for example.

In almost every developed and many developing countries the birth rate has been below the replacement rate for some time. The result is that global population is forecast to peak around the year 2050.

More importantly, populations all over the world are ageing. Almost every developed country in the world faces population decline unless it takes in immigrants to add to its population. Xenophobic countries like Japan, Korea and China all face significant population decline as they shun immigration from people of different race and culture. Most Europe countries face similar decline or in fact already have a declining population. This is why immigration is such a hot issue at present: governments want to bring in more immigrants, but they don't want the very nature of the country to change because of different ethnicity, religion or culture.

China now has the largest number of pensioners in the world and this population segment is increasing rapidly as the impact of the one child policy impacts the country. The number of working age Chinese peaks in just a couple of years' time, and then begins a continuous decline. So China needs to rapidly shift from low cost manufacture to more added value business as salaries increase and the working population declines.

People's priorities change as they age. They become more concerned about saving and pensions. They look for

greater functionality and are less concerned about fashion trends.

They spend more on experiences and 'second life' learning than consumer goods.

The impact of this different behavior on the general economy is that consumer spending slows, economic growth flattens out, and price deflation can occur.

Economists have lots of explanations about why Japan for example has had two 'lost decades' of negligible growth, insipid consumer spending, and continuous deflation. They blame government policy, banking problems, and currency issues.

However, the principal underlying issue may well be demographic rather than economic. 20 years ago, an ageing Japanese population saw their pensions halve, house prices collapse, and job security become threatened for the first time in their working lives. The natural, human reaction was to become more frugal while they re-build their nest eggs and pensions. But with interest rates of only 1%, and stock market and housing prices still way down from where they were in 1989, re-growing savings and assets has not been an easy task! So it doesn't matter what government stimulus measures are put in place, ageing Japanese simply aren't going to start spending again. Their priorities have changed. They may live to a hundred and they need to have sufficient funds to support themselves. So savings and frugality come first, and spending on new consumer goods comes a long way second.

This could also happen in the US if not for immigration. The birth rate in the

US is below replacement and only the influx of immigrants is keeping the population growing. But what are the chances of the huge number of baby boomers going on a new buying binge to help grow the economy? No way! They are focused on rebuilding their pension plans. They are all turning Japanese....at least in their outlook and priorities.

There is talk of a 'new normal' when it comes to consumer spending. A concern that the current softness in consumer goods purchases will in fact become a long term trend. A belief that people will cut back on their purchases of many consumer items and become more thrifty and careful not to over extend their credit limits. If this is what is happening, then baby boomers and their changing values will be a major contributor.

The Internet

The internet is a giant word of mouth medium that can be a power for good or create enormous damage. It allows a single individual to create a global movement in a staggeringly short period of time. It enables like-minded people to band together to promote a particular issue. It provides a platform for strangers to share their experiences online, and millions of others will take those opinions largely at face value.

Marketers have seized on the internet as a low cost, interactive, measurable marketing tool. But most haven't fully grasped the impact that the internet will have on their businesses in the future.

Developing an online conversation with customers is a bit like holding a

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tiger by the tail. You can't let go without it biting you, and the beast takes you wherever it chooses to go!

Tigers in many cases are groups of brand users who use the internet to share their opinions and are increasingly guide product strategy, functionality and pricing for manufacturers.

The benefit of conversing with these 'brand groups' is that a company can be helped by these most ardent of brand ambassadors and benefit from their recommendations. However, the company must be careful not lose control of their business as users start to dictate corporate policy as well as product strategy. A global board of directors 10 million strong is a lot harder to handle than a dozen friendly peers around a table!

Opinion and behavior are being strongly influenced by individuals and pressure groups on the internet, this is having a powerful effect on people's values. The fact that the internet is a collaborative and social medium means that values are being developed in the same way. We are becoming more and more attuned to sharing and listening to the opinions and needs of others. More eager to gain consensus. More concerned about our community. More keen to ensure that we 'do the right thing'.

These social values are growing more pronounced and are contributing to the desire for altruism and the

common good, while being able to be completely free to express myself as a unique individual. This balance between personal freedom and communal responsibility is at the heart of selfish altruism.

Consumer Fatigue

Most developed countries are now in second or third generation of affluence. Cars, televisions, fridges, and entire ranges of consumer goods are all taken for granted.

We no longer aspire to own a colour TV. We don't dream of owning a family car. We just buy what we want.

But there is increasing evidence that people feel they have enough 'stuff'. How many TVs do we need? Why do I need a new car every three years? Do I really need that new gizmo? People are making a distinction between what they want versus what they actually need. Increasingly, they are deciding to only buy what they need.

The current financial crisis has strengthened this feeling of 'enough is enough' when it comes to buying consumer goods. Needs-driven buying is even more prevalent among the older segment of the population which adds further impetus to this change in values and behavior. This combination of consumer fatigue and an ageing population are both driven by need rather than desire, and both contribute to a possible 'new normal' when it comes to consumer buying behavior.

All four of these 'drivers' are coming to create a new set of values in the 21st Century.

These values are based on a new morality and sense of ethics which is combining with more considered, **needs-driven buying.**

People want to be part of a society which is progressive, dynamic, and individualistic, but they don't want others to suffer in the process. They want to work for companies which have higher values than simply making and selling stuff.

There is an ever increasing demand for the balance to be right between the freedom to do what we want for ourselves, and the desire to contribute to a better world. To be allowed to become more individual and unique, while accepting personal restrictions in order to be part of a movement for social good.

In a way it's a bizarre mix of right wing capitalism and left wing socialism, and this is why every political party is fighting for the centre ground. Socialist parties are becoming business friendly, and 'tea party' politicians will have to have a strong social bias to become electable.

In the same way, companies are increasingly putting social marketing and CSR at the heart of their business strategies. Altruistic marketing efforts and promotions which 'do good' are increasingly effective with consumers.

Image is nothing. Substance is

Smart marketers are recognizing this shift in customer values.

It is a clear sign of changing values when competitions like Pepsi's earlier this year which allow consumers to allocate money to good causes can be more effective than those where the participants can win a prize themselves.

Smart marketers are recognizing this shift in customer values and the increasing for the right balance between personal need and societal altruism.

In a recent copy of the Internationalist, Marc Pritchard of P&G stressed that building brands while serving a higher purpose can produce more sustainable business results, "The biggest challenge our industry faces now is how we rethink concepts of branding." He underscored how today's consumers are asking more from their brands, "They want to help the world,

not just themselves, and as a result will choose those brands that share their values and beliefs."

Advertisers are therefore keen to display their ethical credentials by mentioning on ads that they contribute to various charitable or environmental causes. However, claiming to be altruistic is very easy, but actually delivering on the claim is a lot harder.

If a company supports a certain environmental issue it must ensure that its entire supplier chain does so as well. It cannot claim to be an eco-warrior and then have a heavy polluter as a supplier or partner. It cannot cater to new customer values then find that its products don't achieve the standards set.

Information access has never been easier, and transparency is seen as a

virtue, so companies who fail to live up to the standards they claim will be found out. And when they are found out, it will be communicated to a very wide audience in a very short period of time and could result in considerable damage to a brand and business. How a company reacts to a crisis will reflect how much they really understand about their customers' new values and are therefore able to react positively to any criticism.

Companies and politicians will be judged on their ability to 'walk the walk', not just 'talk the talk'.

Integrity will be critical to brand and corporate success in the future.

Image is nothing. Substance is everything. In the age of selfish altruism.



everything.

In the age of selfish altruism.

Total Media's Head of International, Tom Laranjo, ponders What Do Clients Want?



Tom Laranjo is Head of International at Total Media, London.

Tom is driven by the words of Thomas Edison — "There is a way to do it better. Find it."

Having been in the media industry a mere 7 years he embraces the fact there is so much to learn and explore, yet at the same time he excels already at what he does!

In his role as MD of Total Media International, Tom works across a wide variety of clients and sectors from semi-conductors to hotel chains.

Tom believes that there has never been a better time to work in international media with the rise of the digital age, the continued growth of the developing world markets and the unprecedented levels of customer engagement that are now possible.

He was also named an Internationalist Agency Innovator in 2009.

Tom Laranjo, the London-based Managing Director of Total Media International, admits that he agrees with Intel's Chairman Andy Grove in believing that "only the paranoid survive." In order to insure growth or implement critical changes, Laranjo is convinced that a company must take risks. Perhaps this sense of healthy business paranoia is also what motivated him to face the reality of "What do Clients Want?"

Total Media recently surveyed 220 marketers in the UK about the kind of services a media agency should provide. This may seem like a straightforward inquiry. However, in a new digital era when media has affected classic notions of marketing and when there is a blurring of services and solutions offered by various types of specialist agencies, answers can reveal a few surprises.

According to the survey, clients still expect media planning and buying to be the #1 requirement of a media agency (fortunately). Yet, most marketers also require a laundry list of other services from their media specialist. This varies by client and category, but such services may now include digital creative, social media management, bespoke research, as well as service level agreements that insure the measured delivery of predetermined values.

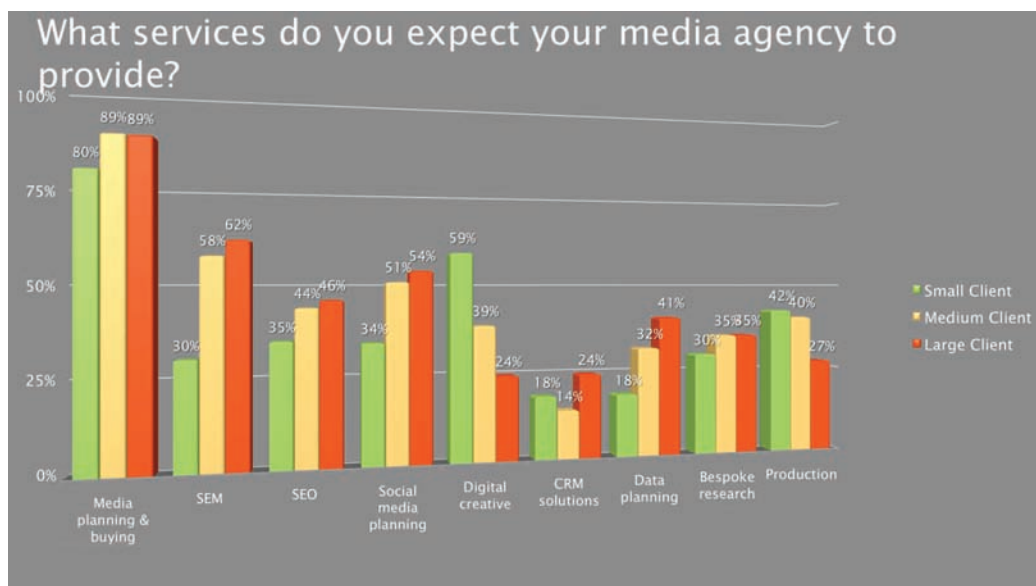
Tom Laranjo reads a new sense of optimism in the survey's results. He says, "Clients may want more, but they are willing to give us more. They will pay for additional services if we can speak to them in the right business language and provide the right tools." When surveyed about which services they wanted to keep in-house, the results proved that a majority of clients were willing to partner a host of marketing needs with their agency — even CRM solutions.

Particularly interesting were the results to the question: “What is most important to keeping a media agency?” Business Understanding out-ranked Insightful Media Planning. There is real substance to Laranjo’s recognition that “speaking the same business language” is now critical to a solid partnership. In fact, this has caused Total Media to form an alliance with the London School of Business to insure that its staff is up-to-speed with the latest business thinking.

Or as Tom Laranjo aptly says, “If media agencies want a seat at the client's board meeting, they will be invited if their skills and perceptions reflect the company’s business needs. We have to add genuine value and express it in a way that resonates with our client’s larger interests.”

In his role as Managing Director of Total Media International, Tom Laranjo works across a wide variety of clients and sectors from semi-conductors to hotel chains. He was also named an **Agency Innovator** by **The Internationalist** in 2009.

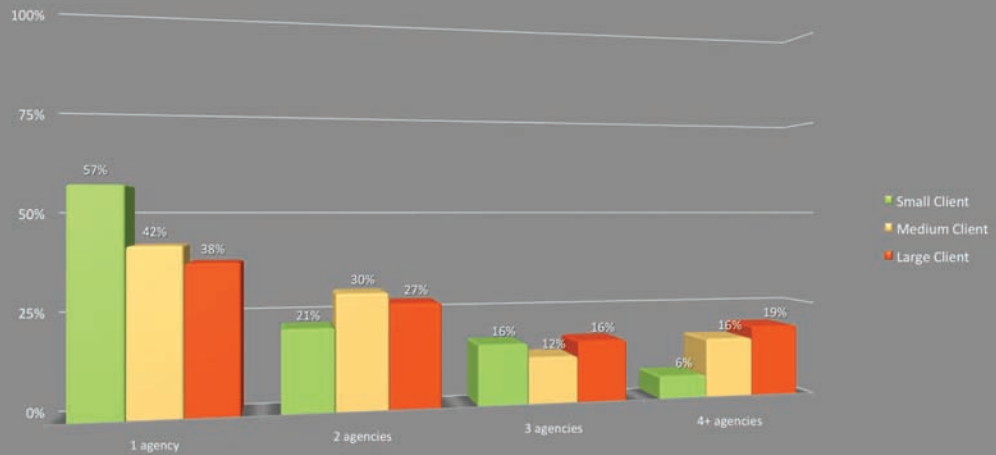
speaking the same business language is now critical to a solid partnership



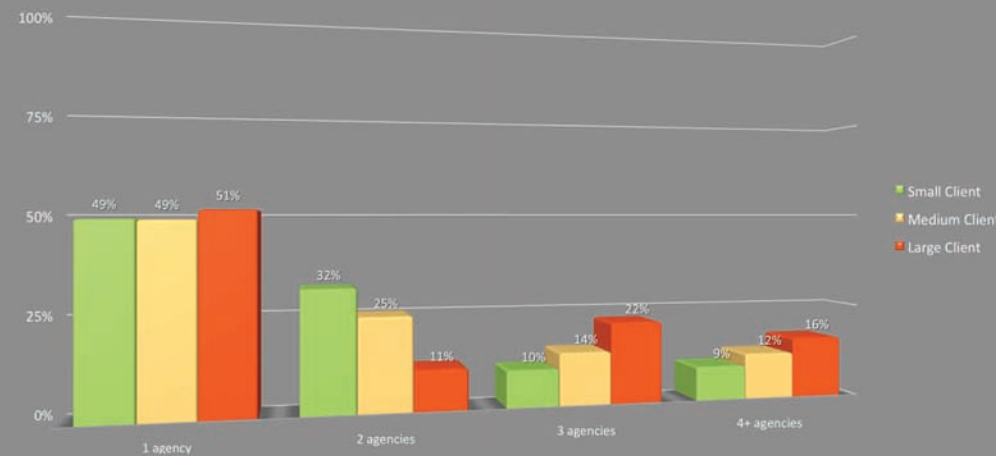
Fortunately, clients of all sizes still expect Planning & Buying from their Media Agencies. However, they also expect a tremendous amount more — from SEM/Search Engine Marketing to Social Media Planning to Digital Creative and Bespoke Research. Larger clients expect less on the creative front and more on CRM solutions and data planning. Small and mid-sized marketers need creative, production and everything else in between.

The larger the client, the more agencies they tend to employ. However, when asked How Many Agencies Would You Like to Employ?, it is interesting that half of all clients — regardless of size — would prefer to work with just one agency. Another fun fact is that 32% of small clients would really like to work with 2 agencies. Perhaps the perception is that more agencies equate to a bigger brand.

How many agencies do you employ?

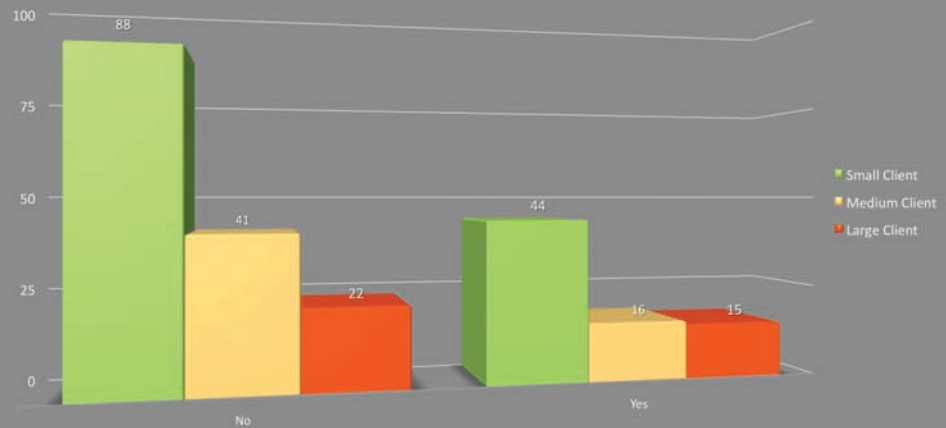


How many agencies would you like to employ?

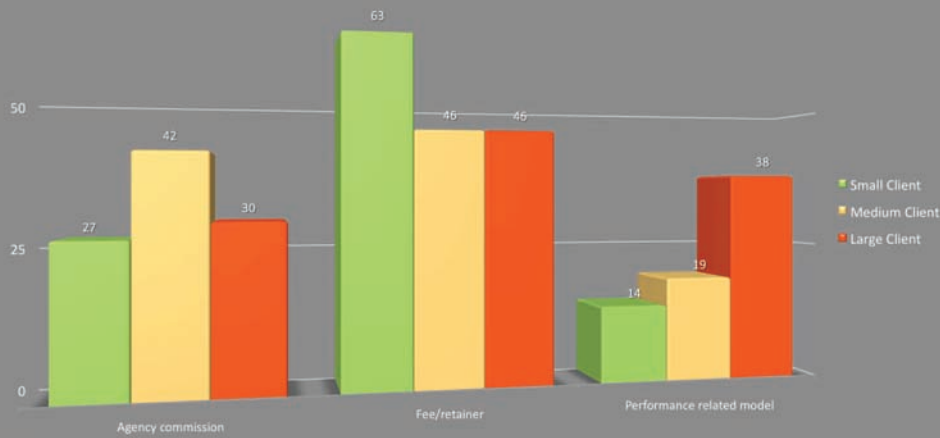


It's no surprise that small-sized clients are not concerned about their agency being part of a network. It is revealing, though, that large clients do not appear to mind if their media agency is independent or part of a network. While 22% of large clients said "no, a network doesn't matter" and 15% expressed that "yes, a network does matter," a whopping 63% had no strong feelings either way.

Is it important whether your media agency is independent or part of a network?

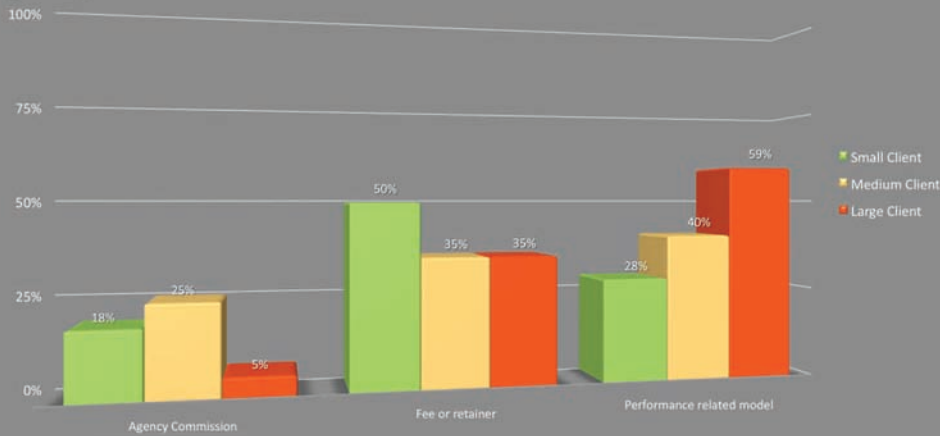


How do you currently remunerate your media agency?

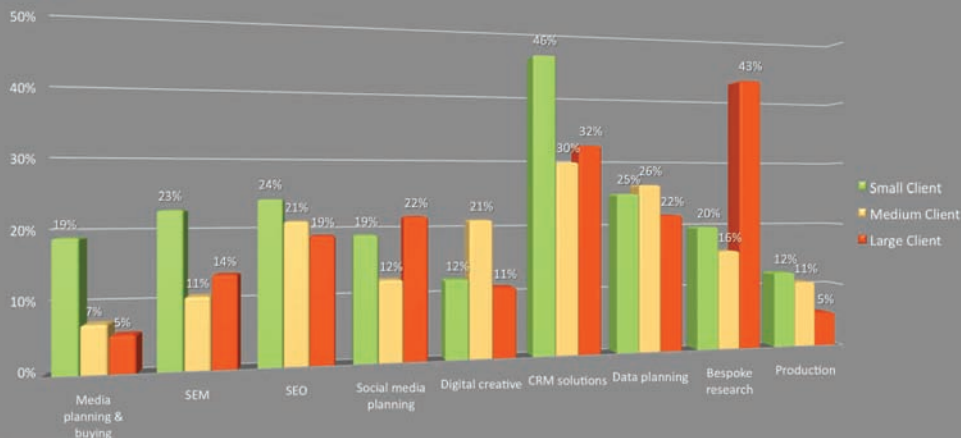


An important question and a wide range of answers. Certainly, the fee/retainer option is the most popular, but not by much. More of the larger clients are moving in the direction of a performance-related model. On average, one-third of all clients still use commission as compensation. Yet, as the Ideal Chart show, most would prefer remuneration based on performance.

What is your ideal method of remunerating your media agency?



Which of the following services to you prefer to keep in-house?



The overall takeaway from these results is that clients are now willing to give many additional marketing functions to their agencies if they can provide good benefits and quality results. Large clients like to keep bespoke research in-house, while small ones prefer to keep their CRM solutions within the company. Very little else is considered proprietary.

Which clients are
the best
international brand
champions?

2010 OF THE YEAR internationalists

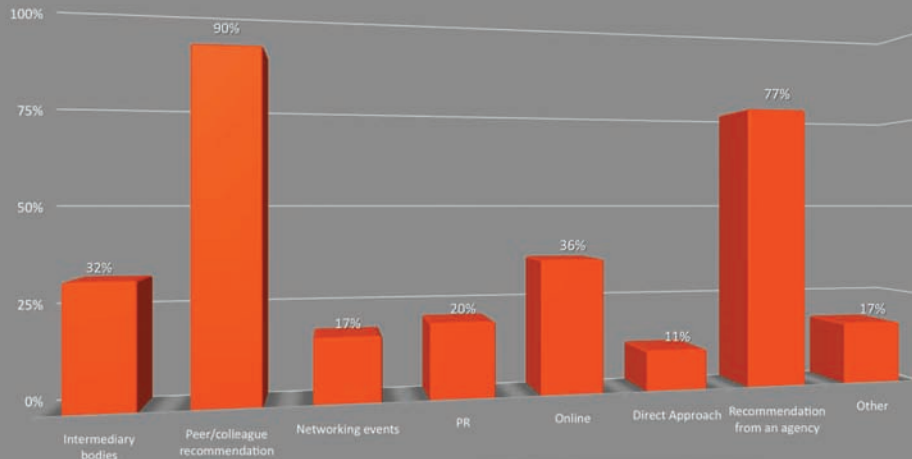
NOMINATE THE NEXT INTERNATIONALIST OF THE YEAR

The Internationalist will mark its sixth annual profile section celebrating those international marketers who are truly the people behind the year's outstanding cross-border campaigns. We are seeking nominations from **you**.

Nominees should “break the mold” with their multinational brand communications. Their marketing campaigns ought to stand out from the crowd and from other brands in their categories. To qualify, their international campaigns and media expenditures must occur during the 2010 calendar year. This year may have been challenging; however, there are many individuals who took the kind of marketing risks in the international marketplace that are now producing results.

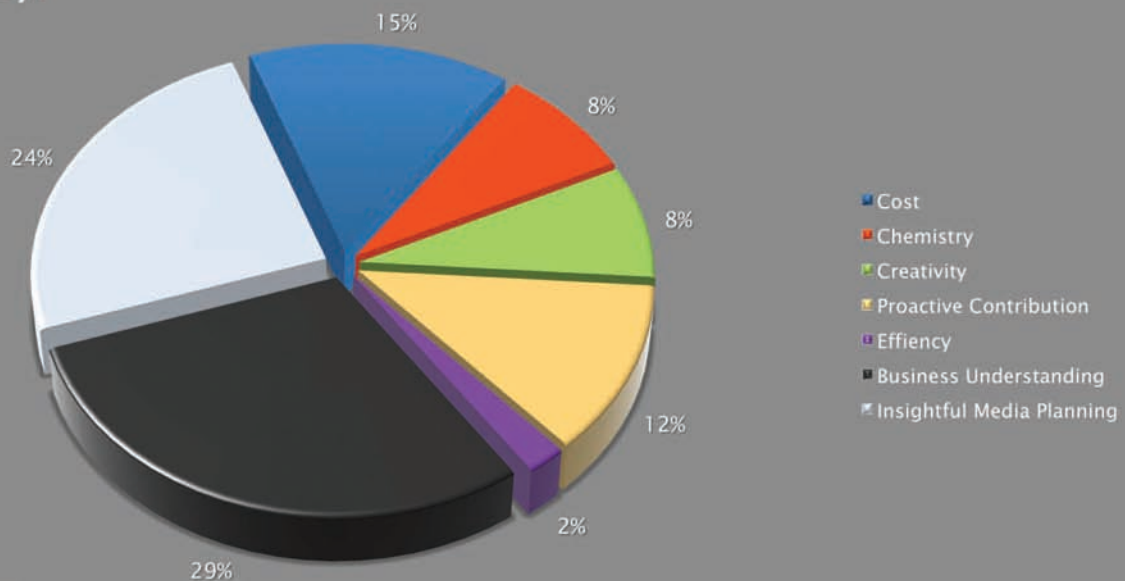
<http://www.internationalistmagazine.com/nominate.html>

What are the top influencers when selecting a media agency?



Certainly the power of personal and professional relationships still matter as the #1 Influencer was Peer/Colleague Recommendation, followed by Recommendation from an Agency. Interestingly, the #3 Influencer in Choosing a Media Agency was Online presence, which suggests that investing in a strong website can give a lesser-known player a fighting chance.

Most important factors when selecting or keeping an agency?



This key chart reveals that **BUSINESS UNDERSTANDING** is the most important factor when either selecting or keeping an agency. For a media agency, it even matters more than Insightful Media Planning or Cost.

*add genuine value and in a way
that resonates with our client*

CONNECT ALLIANCE





9th Annual Connect Alliance Partners Meeting “Media Challenges: Media Opportunities” Windsor, England – September 2010

The Oakley Court in Royal Windsor—home to Queen Elizabeth’s residence at Windsor Castle and the famed playing fields of Eton—was host to the largest Annual Connect Alliance Partners Meeting to date. The event attracted 80 media owners from around the world to learn about solutions and opportunities for these times. Speakers included Alan Rutherford of the IAA, Guy Phillipson of the IAB, Tom Laranjo of Total Media, and Mike Jarvis of Banner Corporation.

- 1 Ida Lindstrom and Johanna Kallstrom—Bonnier Tidskrifter
- 2 Kyoko Norishima, The Yomiuri Shimbun and Karine Bernard, Oliver Smith & Partners
- 3 Sabine Fedrowitz, Mercury Publicity GmbH and Trude Margel, Mediasite
- 4 Thomas Andersen, Berlingske Tidende, Gregory Plata, Dagens Nyheter and Matthieu van der Heiden, Reed Business
- 5 Marie-France Allez, Groupe Express Roularta & Luca Ronzoni, Class Publicita
- 6 Kotaro Shiba of Nikkei Europe and Toby Moore, Telegraph Media Group
- 7 Liz Butler, Guardian Newspapers and Ed Burness, Associated Newspapers.
- 8 Jean-Paul Schwindt, Fabienne Amoos-Guerne and Thomas Ziegler—Edipresse.
- 9 Ekaterina Kuznetsova and Svetlana Sosnina—Kommersant.
- 10 Eva Favre, Affinity-PrimeMEDIA and Pernilla Boshuis, Dagens Nyheter Online/BINK.
- 11 David Oliver, OSP/Oliver Smith & Partners and Guy Phillipson, IAB.
- 12 Ricardo Mariani, Editora Abril; Laurent Briggs, Affinity Media and Daniel Schnuriger, Tamedia.
- 13 Sandrine Marchal, OSP/Oliver Smith & Partners and Ivan Aguado, Dixi Media.
- 14 Daniela Dobrevá Nielsen, Newsweek; Robbert Kleijwegt, Reed Business and Celine Monago, Affinity Media.
- 15 Bernard Kedzierski, K.media and Moyfrid Oygard, Aftenposten.
- 16 Frédéric Lehalle, Affinity Media and Jean-Paul Schwindt, Edipresse.
- 17 Albert Wasl, Balleywasl; Eva Favre, Affinity PrimeMEDIA; Arancha Gonzalez Cuadrado, Hola and Maria Moruno, La Vanguardia Publipress Media.
- 18 Eeva Sokolowski, Helsingin Sanomat.
- 19 Paolo Cassano, K.Media and Veronica Holopainen, Talentum Media.
- 20 Nathalie Karnig, karnig4media and Pierre-Paul Vander Sande, FTP International.
- 21 Neil Sartori, Journal Presse International; Daniëlle Lau, Affinity Media and Gregoire Serres, Figaro Medias.
- 22 Takashi Saito, Nikkei Europe and Matt Findel-Hawkins, Nikkei Business Press.
- 23 Nuan Jordan de Urries Gasset, Unidad Editorial; Colin Smith, OSP/ Oliver Smith & Partners; Jaime Sánchez Nieto, Unidad Editorial.
- 24 Mark Dixon, Berlingske Tidende and Frédéric Meixner, Le Monde Mublicite.
- 25 Liv Brandvoll, Mediasite and Silje Dahle, Aftenposten.
- 26 Dominic Petitjean, Roularta Media Group and Constance Bucaille, Groupe Express-Roularta.
- 27 Mike Jarvis, Banner Corporation and Bob Breen, iq media.
- 28 Aija Paasu, Kauppalehti; Gregoire Serres, Figaro Medias, and Nina O’Shea, Talentum Media.



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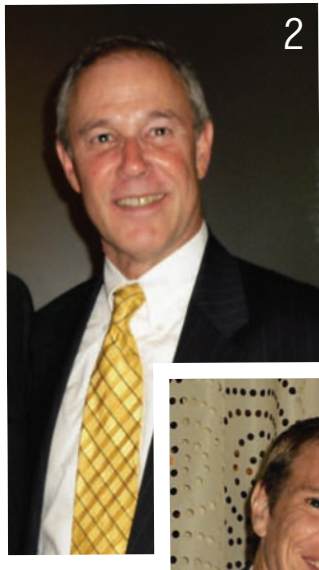
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PEOPLE AND PLACES



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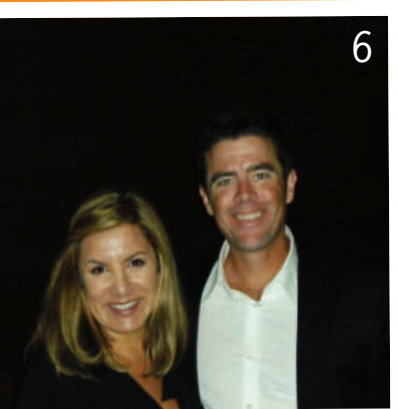
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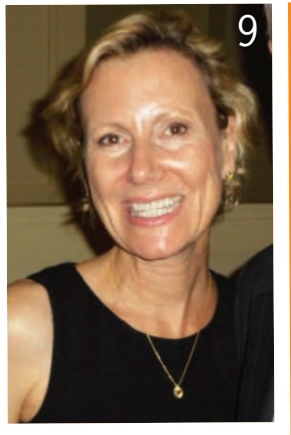
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TOP MARKETERS AT INTERNATIONALISTS OF THE YEAR DINNER

During Advertising Week, The Internationalist gathered 40 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, marketing executives from an extraordinary range of companies were present: American Express, American Airlines, Bank of America, Beiersdorf, CA Technologies, JP Morgan, MasterCard, Microsoft, Merrill Lynch, Metlife, Motorola, Nokia, Pepsi, and Philips.

All photo identifications from left:

- 1 Alison Coley, MEC and John Derbick, Met Life.
- 2 Stewart McHie, an Internationalist (2004) for his global work at ExxonMobil, now a professor at Catholic University.
- 3 Rob Norman, Group M and Carolyn Gibson, BBC World News.
- 4 Mark Treiber, Nokia; John Williams, BBC World News and Mike Paradiso, CA Technologies (a 2008 Internationalist).
- 5 Paul Greenberg, NYC & Co., Mike Paradiso, CA Technologies; Stewart McHie, former ExxonMobil; Kit Haines-Bornheimer, Motorola; Kristina Isakovich, Philips Healthcare; and Christine Valls, American Airlines — all Internationalists of the Year.
- 6 Jean-Francois Pascal, Beiersdorf; Janine Craane, Merrill Lynch; Claudia Lagunas, Pepsi International and Greg Albright, Microsoft.
- 7 Sarah Dale, The Wall Street Journal; Kit Haines-Bornheimer, Motorola (and a 2006 Internationalist for AT&T's global Enterprise Business Advertising) and Helen Lowham, Interbrand.
- 8 Toby Southgate, The Brand Union and Harry Neuhaus, Petry Media.
- 9 Deborah Malone, The Internationalist.
- 10 Christine Valls, American Airlines (2009 Internationalist).
- 11 Joy Robins, BBC America; Bill Cronin, Mastercard and Sheila Ringel, BBC World News.

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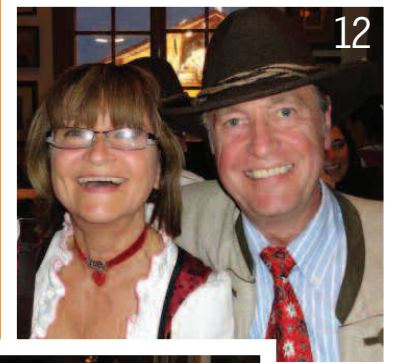
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MUNICH'S CELEBRATES THE 200TH OKTOBERFEST

The IAA Germany marks its fourth year of inviting the international ad community from Germany and the rest of Europe to celebrate the opening of the famed Munich celebration of beer-making at the Theresienwiese fairgrounds. This year's event also marks the first non-smoking ban, but it doesn't look like it affected any of the pictured connoisseurs of latest Pilsners or Bitburgers.

All photo identifications from left:

- 1 Celebrants sport traditional Bavarian wear — regardless of their national or regional origins.
- 2 Speaker event "Electromobility the next big buzz for Siemens" — presented by Hans-Peter Eisinger.
- 3 Denise Metz, Dow Jones; Hans-Peter Eisinger, Siemens.
- 4 Sabine Fedrowitz, Mercury Publicity; Neil Satori, Journal International and Eileen Le Muet, Le Figaro.
- 5 Dr. Michael Rettenecker, AUA; Paul Nunn and Christian Cecchi — both Newsweek.
- 6 Michael Sirca; UM London and Antonio Giordani, Vizeum London.
- 7 Mark Rogers, Amit Nayak and, Mark Pope — Dow Jones.
- 8 Matt Findel-Hawkins, Nikkei Business Publications and Mark Davis, Star Alliance.
- 9 Peter Colvin, MEC London and John Pentin, Newsweek.
- 10 Kotaro Shiba, Nikkei Newspaper Frankfurt and Christoph Gerth, Bloomberg BusinessWeek.
- 11 David Sauer, MEC Germany.
- 12 Elisabeth Reinhard, Reinhard International and Bernd Reuter IAA Germany.
- 13 Mike Jarvis, Banner London.
- 14 David Sauer MEC Germany; Merryn Paxie and Dirk Ude — both DHL.
- 15 Bernd Reuter, IAA Germany and Martina Kniep, Siemens.
- 16 Eileen Le Muet, Le Figaro and Mike Jarvis, Banner.
- 17 David Sauer, MEC Germany and Dirk Ude DHL.

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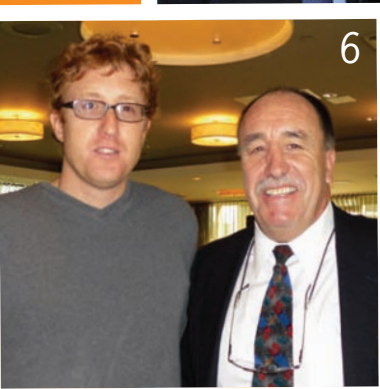
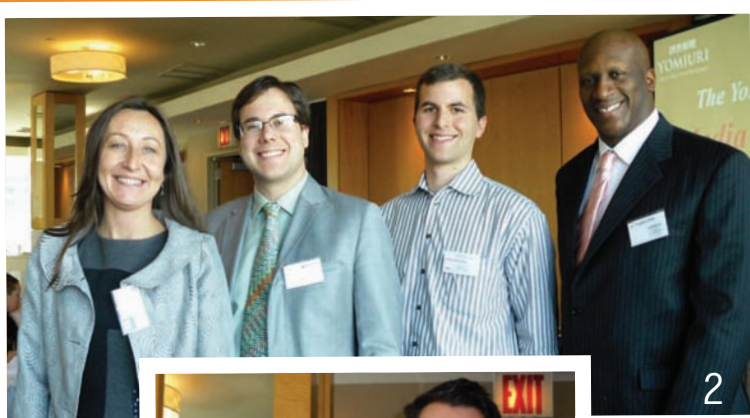
CEO SUMMIT HOSTED BY ADFORUM IN NEW YORK

The 9th Annual CEO Summit was held during the first week of October throughout New York City, organized by AdForum, the online marketing resource company that serves the creative information needs of advertisers and agencies around the globe. Ad agency CEOs hosted 30+ agency management and search companies from four continents.

Agency Search Consultants now play a greater role in influencing how global marketers allocate their budgets across an expanding mosaic of agency services. Those present at the summit represent more than 350 agency searches each year or the equivalent of \$5 billion in billings from marketers around the globe looking to find agencies with the right chemistry for their needs.

All photo identifications from left:

- 1 Daniel Nekman, Bureau Consult (Denmark) and Cam Carter, Navigare (Australia).
- 2 Graziela DiGeorgi, Grupo Consultores (Brazil); Pedro Loureiro, Grupo Consultores (Portugal) and Philippe Paget, AdForum.
- 3 Zain Raj, SolutionsSet; Avi Dan, AvidanStrategies (US) and Jeff Estok, Navigare (Australia).
- 4 Miguel-Angel Furones, Publicis Spain with Kika Samblás and César Vacchiano — both Grupo Consultores (Spain).
- 5 Loula Zaklama, Rada (Egypt); Bernard Petit, Scan International (France) and Paul Philips, AAR (UK).
- 6 Darren Woolley, Trinity P3 (Australia); Paul Price, Creative Realities and Dan Hestbaek, Hestbaek Consult (Denmark).
- 7 Ann Billock, Ark Advisors and Herve de Clerck, AdForum.
- 8 Faris Yakob and David Porzio — both MDC Partners.



THE YOMIURI SHIMBUN OFFERS ADVERTISERS A TASTE OF JAPAN

The Japanese newspaper, *The Yomiuri Shimbun*, hosted advertisers and agencies at New York's Parker Meridian Hotel for an annual luncheon. Discussion centered on the Japanese market and state of the world economy.

All photo identifications from left:

- 1 Keita Suzuki, *The Yomiuri Shimbun*; Dr. Hirokazu Takada, *Baruch College*; Yoshimitsu Ohashi and Kaz Kuniya — both *The Yomiuri Shimbun*.
- 2 Allison Hickey, *USA Today*; Michael Andrews, *Huson International Media*; Michael Freudberg, *The Wall Street Journal* and Cheick Dukuly, *Primetime Media*.
- 3 Jim Gregory, *CoreBrand*.
- 4 Gary Wentzel, *TBWA\WorldHealth* and David Steifman, *Huson International Media*.
- 5 Bruce Thorpe, *CoreBrand* and Dustin Guzowski, *Huson International Media*.
- 6 Steve McBride, *VisualMax* and Donovan Neale-May, *CMO Council*.
- 7 Neal Marshad, *Marshad Technology Group* and Ralph Lockwood, *Huson International Media*.

Philadelphia — City of Brotherly Love & 5th Largest City in America

Gentrification. The idea stirs strong dissenting voices and opinions, and nowhere more than Philadelphia, a city of brotherly contrasts. While sections of this oldest of American cities have been in accelerating decline for a generation, the decay has provided fertile ground for artistic rebirth, ushering in a lopsided reform built on collegiate ambition sprouting from the city's academic roots. Sure, the US recession has stunted commercial development, but young Phillies are taking matters into their own hands to reinvent a city in their own image.



Arrivals

The home of Amtrak and the historic Pennsylvania railroad, Philadelphia is best served by rail links ushering commuters between the DC – New York mainline. The city is dense enough that the visitor arriving by air or rail can get by using taxis, but renting a car is probably a good idea. Crumbling infrastructure on choked freeways are the rule for the auto, so make sure you have axle insurance. For adventurers, innovative bike usage plans and the Philadelphia Car Share program are slowly providing new options. The subway is ancient and decrepid, avoided if at all possible. Ditto the buses.

Accommodation

Philadelphia is often described geographically — with **Center City** the home to a surprisingly mixed residential/commercial core, **West Philly** a hipster hotzone, **South** and **East** less popular, and **North** lending itself toward classic Suburbia. The city suffers from a surprising and refreshing lack of boutique hotels — the **Barclay** for fancier types being the main choice. The **Westin** is nice for business, and the new **Palomar** provides a combination of good location and suitable service. For the cultural junkie, may we recommend bed & breakfast concepts such as **The Gables**, a lovely example of preservation in the city that reeks of neighborhood revitalization.

Dining

Village Whisky and **Tinto** are icons due to the success of Iron Chef Jose Garce, but

the heart and soul of the city is found in simple places like **Ants Pants** — great for breakfast, or **John's Roast Pork** — a fun casual dinner spot.

For brunch, **Redding terminal** in **City Center** offers an outstanding selection of stalls and food service spots selling everything you can imagine — from pig trotters to donuts — with many products from Amish farmers based in adjacent Lancaster county. Those Amish know what they're doing: the pecan sticky buns are not to be missed — nor are the salty pretzels. This is also a great place to sample a famous local delicacy — the Philly cheesesteak. Debates rage about the best overall location for a cheesesteak, but **Pats** and **Gino's** and **Tony Luke's** are both often mentioned. Very brotherly, these cheesesteak joints.

Entertainment

Like many a US city, the core of Philadelphia can feel like a war between localized blight and drunken youth imported for a semester. Universities like UPenn, Drexel and Temple supply a steady stream of partygoers for the popular bars along **South Street** — featuring typical music and prices for the genre. Others prefer a harder edge, and seek out the various punk concerts and private houses that have nurtured talent. Why not catch a punk concert at the historic Victorian **Trocadero** theater, or hang with the hipsters at **Fiume** — above an Ethiopian restaurant? For the Irish, we present **McGlinchy's**, a low brow mecca.

Activities

A thoroughly modern way to explore the sights of Philadelphia and to take in the hipster culture that permeates the regeneration of the city is a classic **Monumental Bike Tour** — a combination of friends, bicycles and bars — all provided on a circuit that intersperses notable attractions like the **Philadelphia Free Library** (the nation's first) and **Benjamin Franklin's house**, with a dastardly combination of bars and pubs. Pick up your bike at **Trophy Bikes** and proceed to **Society Hill**, the **Liberty Bell** and **Love Park**. While drinking and riding may have its dangers, the combination of a sunny day, wheeled transportation and a list of the city's watering holes never fails to impress. Such a route begins at **McGillans Ale House**, **Eulogy** or **12 Steps Down** and will finish with nostalgic opinions about the founding of the nation as you sway and swivel at **Bob & Barbaras**, "the diviest of the dive bars" in a city built on dive bars.

When its all over, you'll have walking and riding impressions of a city that refuses to give up its spark. From culinary adventures to a preponderance of neighborhood dog parks, the Phillies are turning shabby into chic — on their own terms. Its refreshingly authentic. As they say: 'Philly just has heart'.

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



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The Awards for Innovation in Media are a response to voices in the industry calling for international examples of best practices as media moves into the complex realm of ideas and strategy. In a world where messages are becoming increasingly global, innovation is essential to today's effective media thinking. This kind of media thinking is multifaceted, complicated and increasingly essential in a world where messages are only becoming more global.

It's simple to enter — just answer 5 critical questions about insights and solutions, then show up to 3 examples of the work. There are only 4 international entry categories: media innovation for a global campaign, a regional campaign, a local execution of a multinational campaign or a local campaign worthy of international adaptation or of world class standards.

Innovation is more than creativity:

It suggests both right and left brain disciplines working together to reinvent the way we connect with our consumers and customers, wherever they may be in the world.

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