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awards for
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in media

NUMBER

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the internationalist

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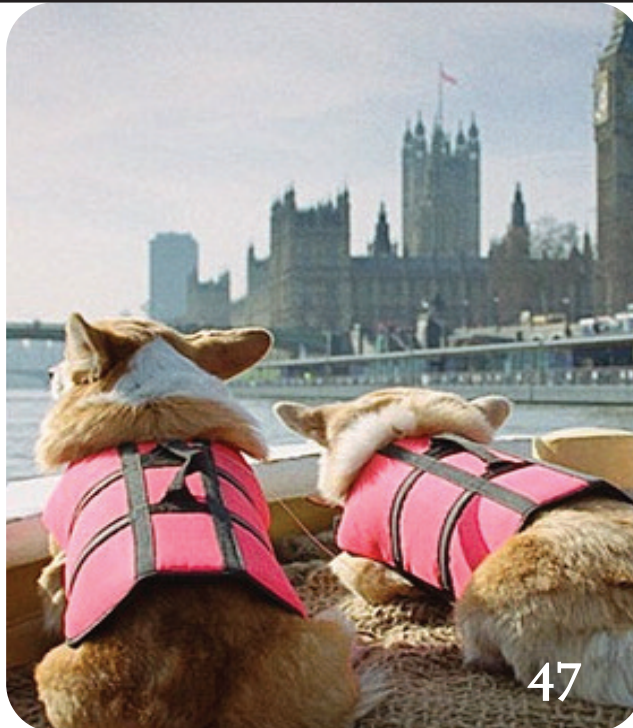
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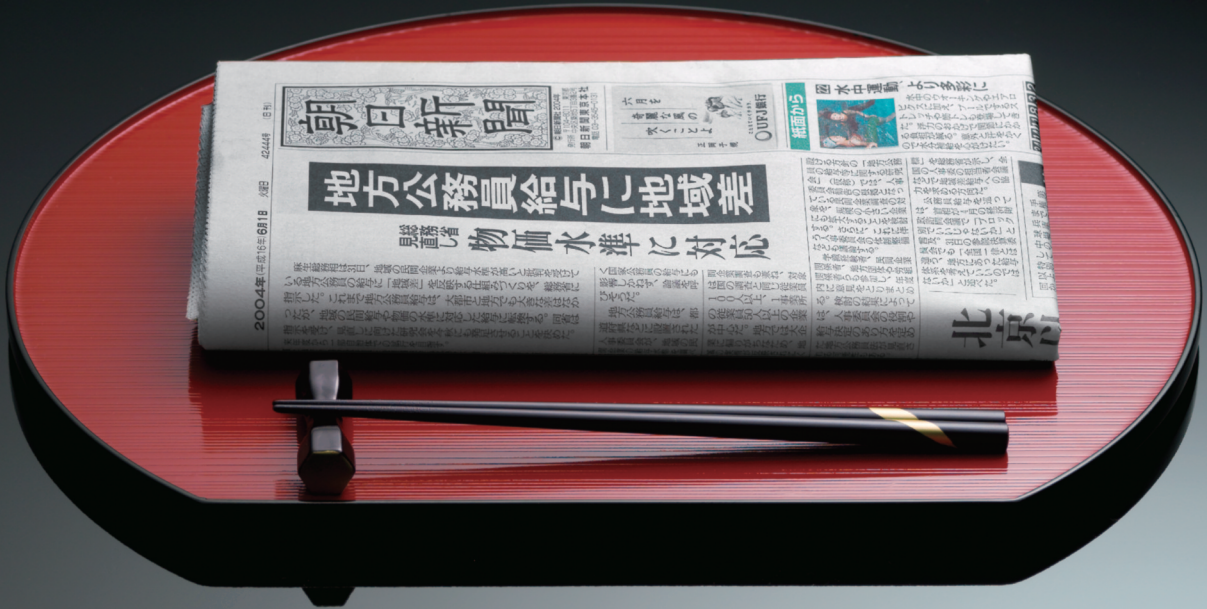
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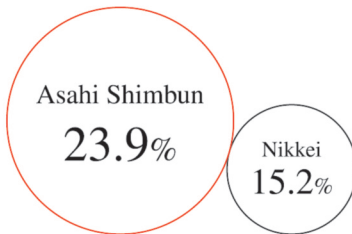


Power Breakfast, Japanese Style

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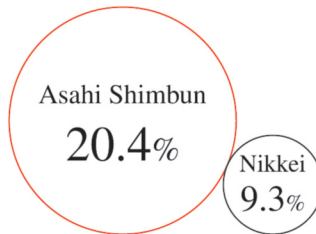


Best coverage of managerial levels in Japan



Data source: "J-Read 2008",
Video Research Ltd.
(3,557 respondents)

Leading national newspaper in Japan



Data source: "Newspaper Readers Basic Survey 2008"
conducted by Central Research Services, Inc.
(4,137 respondents)

Better cost performance (CPT)



Data source: Circulation: "ABC Report of Jan.-Jun. 2009"
* Full page, morning edition, B&W published rate
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The Asahi Shimbun
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Today's Trends in Media Innovation from Around the World

It's never easy to accurately glean trends from hundreds of entries; however, by investing enough time with worldwide case studies that highlight innovative solutions, some patterns and shared concepts do become apparent. After reviewing the latest winners of The Internationalist Awards for Innovation in Media, it is clear that certain types of ideas are resonating with consumers.

Here is our Top 10 List of trends in media innovation:

1. **Entertainment works.** Want to invite consumers into your world? Engage them, make them laugh, let the celebrity stars shine.
2. **Reach them when the least expect it.** Find refreshing, surprising or useful new ways to connect—whether at the airport in the subway or at home.
3. **Create internal messages.** Don't forget your employees. Building internal spirit is as critical as working to mobilize the external world at large.
4. **Responsibility and Pride matter.** Although these elements go hand in hand in a more socially responsible world, they can also work to motivate young consumers.
5. **Niche markets can make a difference and influence mass ones.** Don't underestimate the impact of specialty sectors or ethnic markets.
6. **Recessionary thinking still fuels strategy.** The values of consumers and businesses have changed. Economics are always in mind now.
7. **Transform Public Spaces.** Few experiences alter perceptions as much as environment when done right.
8. **Community Matters.** Few marketers ignore the importance of creating communities; building them meaningfully, though, is another matter.
9. **Don't hesitate to Educate.** Many consumers want greater knowledge or more information. Know when its right to educate—and in what format.
10. **Technology intrigues.** And technology enhances so many of today's experiences. Most consumers, though, don't want to be overwhelmed by it.

And a final note about the World Cup (or the Olympics). There's no question that major sporting events matter to brand building. However, connecting a brand well with so momentous an event takes tremendous insight and strategy. Don't think that a simple association will do the trick.

Deb Malone
Publisher

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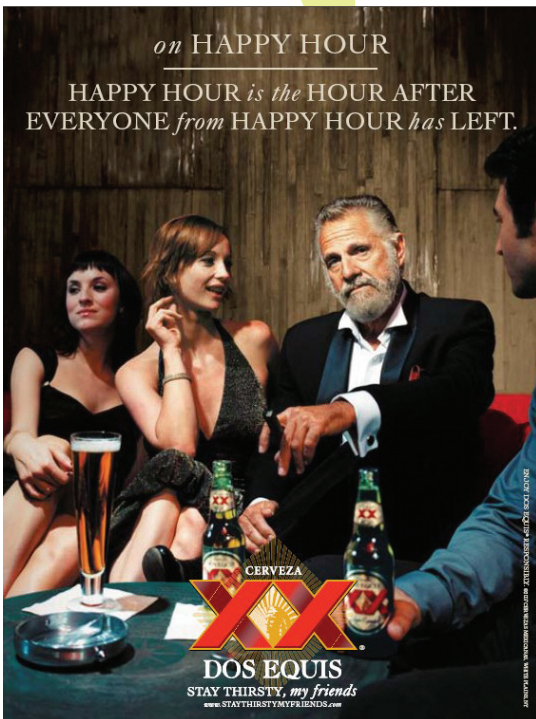
Is Heineken's Colin Westcott-Pitt the Most Interesting Man in Marketing?



Colin Westcott-Pitt is Vice President of Marketing for Dos Equis, Amstel Light and Newcastle Brown Ale at Heineken USA. He is also the champion of the remarkable Dos Equis campaign that features fictional spokesperson, the "Most Interesting Man in the World."

Of course, this most interesting man doesn't always drink beer, but when he does, he prefers Dos Equis. "Stay Thirsty, My Friends" is his best advice.

Westcott-Pitt shared at the ANA Brand Conference presented by The New York Times how this uncharacteristic spokesperson not only broke all the rules of beer marketing, but drove extraordinary results. Dos Equis Lager, established in 1897 and named for the approaching 20th century with its roman numerals of XX or two x's, is now the fastest growing imported beer brand in the US. It is also the first beer brand in 2010 to capture 1million "likes — on Facebook and receives an average of 436 daily fan posts.



Understanding the consumer insights of a young male target group and translating them to a seasoned, opinionated and surprising spokesperson was a key moment in the marketing process. Heineken USA and their agency teams recognized that any young man's ultimate fear is that he just might be boring, so why not build a character that has lived a life so full of outlandish experiences that he is simply the Most Interesting Man in the World? (Even if that Most Interesting Man is approaching 70 and your core target is largely comprised of 20-somethings.)

One of the many significant elements of this campaign is Westcott-Pitt's commitment to insure the Most Interesting Man's authenticity and not overexpose him. He believes that the character must remain engaging, but also mysterious. "He lives and dies by his legends; he's the antithesis of today's man in the digital space." However, the brand also needed to engage in the digital conversation, so the Dos Equis team found a way to talk about the Most Interesting Man, rather than have him talk to an audience.

As a result, The Dos Equis Facebook Fan Page has included a contest to replace the Most Interesting Man's apprentice to a journal "written" by the Most

Interesting Man in the World, as well as advertising spots and fans content. Dos Equis Youtube videos also have over 1 million views.

Another important aspect of the campaign is Westcott-Pitt's approach to the client-agency relationship when several specialist shops are involved. "It's easy," he says. "There's one agreement. No turf wars. The goal is to collaborate. There is always an open brief and the best idea wins." His three rules for a success agency relationship are:

- Agreement to set of guidelines
- Mutual respect
- Shared passion for the brand

From an Internationalist standpoint, we'd also like to note that Colin Westcott Pitt is a UK native based in New York who has responsibility for a Mexican brand that's part of a Dutch corporation. (If great ideas have borderless appeal, then their champions are usually dedicated internationalists.) And Colin Westcott Pitt is one of our INTERNATIONALIST 100 Leading Marketers.



"He lives and dies by his legends; he's the antithesis of today's man in the digital space."

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Is the Big Idea Everything You Paid For?

Marketers and their agencies talk regularly about the “big idea.” It’s nothing short of the idea that will transform the business, lead to substantial increases in brand equity and drive revenue and sales.

But what is the cost of this “big idea,” and do marketers get the value they pay for?

If “value” is what someone is willing to pay, then it may interest you to know that the Big Idea is one of the smallest marketing expenses.

Looking at the compensation models and spend data of a range of multinational marketers and isolating the component that generates the “big idea,” we found that for creative agencies, this represented about 7% of the total agency spend including production. If you consider the total advertising and promotion budget, it fell to less than 1%. Less than one cent in every dollar spent on advertising and promotion was to the “Big Idea.” Not really so big.

Albert Einstein defined Genius as “1% inspiration, 99% perspiration;” marketers seem happy to pay for the perspiration, but only at the lowest possible hourly rate.

Why?

Because most of an advertiser’s spend is not for ideas but for hard costs like media or implementation that includes account management, production, administration-- all the tasks that consume hours of resources.

You pay more for 12 people sitting in a room reviewing the work in progress than the one or two people that will actually create the ideas that make the work in progress worthwhile.

This is the flaw in current compensation models which reward doing, head hours, resources, but not thinking or idea generating.

How long does it take to come up with an idea? A minute? An hour? A day? A week? A year? It depends of course. But under the current compensation models it is better for the agency to take as long as possible and better for the advertiser to be as quick as possible.

But with fixed fees such as retainers and projects fees, there is an underlying assumption about the time it will take to develop the idea. In which case, the agency needs to crack the brief as quickly as possible to maintain the margin.

Agencies have not really been



Darren Woolley Founder, TrinityP3

Darren Woolley possesses the rare combination of right-brain and left-brain thinking. He started his working life as a scientist at the Royal Children’s Hospital Neuropathology Laboratory in Melbourne, Australia, undertaking research in myopathies, neuropathies, Sudden Infant Death Syndrome and Repetitive Strain Injury. However, he transitioned to advertising in the mid 1980s when he began a new career as a copywriter. It didn’t take long before he was named Creative Director at J Walter Thompson and President of the Melbourne Art Directors’ Club for two consecutive terms.

In 2000, Darren founded TrinityP3, an independent marketing and strategic management consulting company that provides marketers and advertisers with marketing agency search, agency compensation and operational assessment to maximize the value of their advertising and marketing budgets, across the APAC region. Today, TrinityP3 works with 50 of the world’s top advertisers and has offices in Sydney, Melbourne, Hong Kong, Singapore and Auckland. With his background as both scientist and Creative Director, Darren brings a unique sense of process combined with creative purpose to his work. He has regularly been named in Australia’s AdNews Power 50: The Most Powerful People in Advertising since 2005.

Contact: darren@trinityp3.com

trinityP3

concerned about this. After all, the industry has given away intellectual property since the beginning of the media commission system and this practice has continued with the introduction of fees and retainers.

But no other creative commercial pursuit does this. You do not see authors, film producers, composers and the like giving away the IP for an hourly rate. They negotiate a rate directly linked to the value created by the IP. Sales, downloads, box office and the like are all used to share the value generated with those involved in commercializing the IP.

I recognize that there is a huge difference between an author working on a manuscript and a copywriter responding to a brief, but in both cases there is a commercial output that can be quantified.

Of course agencies usually try to make up the short fall with all of the other implementation services they provide. Production is a key area. But with increasing uncoupling, outsourcing and unbundling, along with the incredible competitive pressure on the rates for these services, this is becoming increasingly more difficult to maintain, with agency fees often much higher than the alternative models.

But with the call for greater transparency in agency compensation, especially from procurement, it is important to distinguish the two functions of the

agency: firstly IP creation and secondly implementation of those ideas. Separating the two brings greater insight into value. The first should be ideally compensated on the value this represents to the organization or brand, while the second is a process that can and has been increasingly optimized.

So why is this an issue for marketers and advertisers? After all, if the agencies are willing to provide their ideas and IP for next to nothing that is a bonus, right?

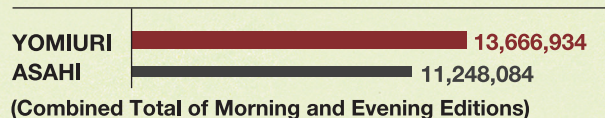
In the short term; yes. But we are already seeing this is not sustainable in the longer-term. Creative talent is becoming increasingly harder to attract and keep. The relationships between marketers and agencies and between agencies working with the same marketer are becoming increasingly difficult to manage as each competes for a bigger slice of the same budget pie.

If you think I am simply advocating paying agencies more, think again. If you are currently paying 1% of your budget for the big idea, what would be the impact of paying 2% on the basis that the idea generated delivers your marketing and business objectives, or 0% if it fails to deliver completely? And isn't that a more accountable compensation model than simply squeezing the margins looking for the lowest possible cost?

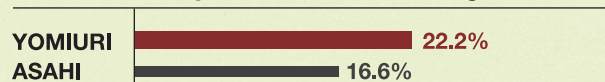
“Creative talent is becoming increasingly harder to attract and keep.”

YOMIURI, the Face of Japan.

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sources: Japan Audit Bureau of Circulation (ABC) "Newspaper Publisher Report," average of Jul.-Dec.2009/J-READ2009 (Nationwide)

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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



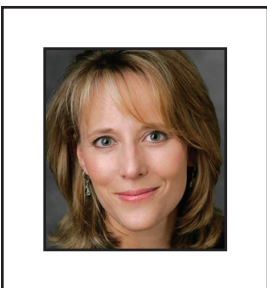
DAVID COHEN IS UM'S NEW GLOBAL DIGITAL OFFICER

There's no question that **David Cohen** has been a longtime pioneer in the digital space. He began his career in the Internet advertising arena in 1996, then joined Universal McCann a decade ago to create its digital media group. He's just been named EVP/Global Digital Officer and

reports directly to **Jacki Kelly**, UM's Global CEO.

(Jacki was appointed Global CEO in January 2011 after serving as President of North America since 2009. She's one of the few agency management executives to have a media owner's perspective. Jacki joined UM from Martha Stewart Living Omnimedia, where she served as Executive Vice President of Media Sales, and led the formation of an integrated media team. Previously, she served as Vice President, Worldwide Strategies and Solutions at YAHOO. Her career began at USA Today where she spent 18 years with her last position there as Senior Vice President of Advertising.)

In an era of increased focus on performance metrics, David Cohen is also looking to draw insights from data. His goal is to "have best-in-class digital capabilities on the ground in all of our markets." He'll spearhead UM's digital and alternative media offering across the globe. While the UM global digital team will continue to focus on planning and buying, search, mobile and social, David predicts "explosive growth" in a new area: "technology in the living room."



He's excited about the potential of addressable television technologies that not only interact with programming, but enable interactive ad messaging and greater social media involvement.

MICHAEL WILEY BECOMES VIVAKI CHIEF SOCIAL MEDIA OFFICER

Publicis Groupe's VivaKi has created a new position of Chief Social Media Officer to drive both growth and innovation across the company's brands. **Michael Wiley** takes on the new role and joins the company from Edelman, where he served in a variety of leadership positions in digital and social media and oversaw work for Abbott, Disney, Harley-Davidson, Kraft Foods, Quaker and United. He also played a key role in building the firm's digital business in the U.S. and Europe while serving as a managing director.

Prior to his tenure at Edelman, while spent almost ten years at GM where he served as Director, Global Communications Technology and New Media. Michael Wiley developed the company's intranet, many of its corporate and media websites and drove innovation through the use of emerging media.

"As the industry continues to evolve toward the paid, owned and earned framework for engagement, we are committed to leadership across the entire spectrum," said **Rishad Tobaccowala**, Chief Strategy and Innovation Officer for Vivaki. "Wiley's track record of innovation and success in digital and social media will allow us to further define our holistic offerings through internal alignment, partnerships and acquisitions where necessary."





MEDIACOM NAMES KATE ROWLINSON TO NEW EMEA ROLE

Kate Rowlinson has been named MediaCom’s first New Business and Marketing Director for EMEA.

She will lead MediaCom’s new business efforts across the region, working in collaboration with local market teams, while also developing marketing programs across the region.

Kate was previously Head of Strategy at Carat before being promoted to the role of UK Marketing and New Business Director in 2009. She worked with such brands such as Diageo, Renault, COI and Santander. Earlier in her career, she held positions at PHD and MediaCom—to where she returns in this new role.

According to **Nick Lawson**, CEO of MediaCom- EMEA, “New business is the lifeblood of any media agency and in Kate we’ve recruited an extremely driven, talented and focused business builder. As a network we are investing heavily in ensuring that the lessons we learn in every market are applied across the region and Kate will be the key conduit for this knowledge and skills transfer.”

Kate will report to Nick Lawson and **Fraser Riddell**, Global Chief Business Development Officer.



JEFF STEVENS JOINS BBC WORLDWIDE

As BBC Worldwide expands its advertising sales in the United States under the direction of **John Williams**, Vice President-International, TV veteran, **Jeff Stevens**, has joined the organization in New York. He’ll serve as International

Account Manager.

Jeff formerly held several roles at Petry Media, a leader in US spot television sales. He actually started in television ad sales at the company in 1990, and then later returned as Managing Director of Petry International. He also spent a significant portion of his career at Bloomberg Television.



SWEDEN’S DAGENS NYHETER TO WORK WITH ICONIC INTERNATIONAL

Gregory Plata, International Sales Manager at Stockholm-based newspaper, Dagens Nyheter (“News of the Day” in Swedish), recently contracted with Iconic International Communications for ad sales representation in the United States.

DN is the largest circulation Swedish daily morning newspaper and is distributed to subscribers nation-wide. First published in 1864, today DN also has a robust online presence.



Guy Holroyd, President of Iconic International, who also represents such European newspapers as *Handelsblatt*, *Les Echos* and *Die Zeit*, as well as a number of lifestyle, IT and specialized industry titles, says, “We’re delighted to add Dagens Nyheter to our portfolio. The Swedish, high-tech economy has become one of the strongest in Europe following the recent financial crisis. Sweden is a globally-minded, competitive nation that enjoys one of the highest standards of living in the world.”



BRUCE NEVE NAMED STARCOM CANADA CEO

Bruce Neve will join Publicis’ Starcom MediaVest Group as CEO of SMG Canada on May 30th. Based in Toronto, he’ll oversee a team of 160 staff-members and work with such top clients as Procter & Gamble, Kraft Foods, Kellogg’s and TD

Bank. Bruce fills the vacancy left by **Lauren Richards** at the end of last year. A past Internationalist of the Year, Ms. Richards became CEO of Canada’s independently-owned Media Experts, taking on the CEO role for Founder **Mark Sherman**, who remains as Executive Chairman.

Bruce Neve will oversee market development and drive growth for SMG, which includes the Starcom and MediaVest brands, as well as the company’s global content practice, Liquid Thread.

He most recently served as President of WPP-owned MEC Canada (formally mediaedge:cia) and had been with the media agency for 15 years-- working with such clients as Paramount Motion Pictures, Netflix Canada and Molson Coors Canada. Earlier roles included VP/ Media Director at Saatchi & Saatchi and VP/Media Director at Young and Rubicam.

He’ll report to **Iain Jacob**, SMG’s President of Dynamic Markets.

GRACE PALACIOS TO CEO OF NEW VENTURE: G.O.A.L.S.

Everyone involved in Latin American media and advertising knows **Grace Palacios**. She surprised us late last year when she decided to leave the company she founded 30 years ago, Charney/Palacios, and also step down from her role as CEO Americas of Publicitas.

However, Grace is not one to let her passion for international business fade. In fact, she is using her media experience to establish a new company, called International G.O.A.L.S., which stands for Global Outreach And Local Successes. Already she has become involved with a Magellan Trade Mission from her home state of North Carolina to her native Colombia. In this case, she’s helping new and experienced exporters gain greater knowledge of opportunities in Colombia.





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in media

Media Innovation

Inviting Consumers to New Worlds of Brand Value

There's no question that innovation is central to today's marketing and media equation as advertisers, agencies and the media owners themselves work hard to connect with a much-changed consumer. Technology, globalization, an economic re-setting and a new sense of shared responsibility have contributed to larger consumer expectations and greater business demands.

Complex media considerations certainly play a more strategic role in the marketing process; however, the very definition of media is changing—particularly in a world that now recognizes the significance of Paid/Owned/Earned. Winners in the **Third Annual Internationalist Awards for Innovation in Media** are redefining concepts of how to influence consumers and how to invite them into their world of brand values.

Many of these case studies reflect a perspective that anything influencing a customer's experiences or daily choices may now be considered "media." This may be too broad for a purist's definition; however, as marketers look for the kind of results that build brands and increase sales, some of the answers may rest with the numbers.

This year, **The Internationalist** was overwhelmed with entries for our Innovation in Media Awards. There is great excitement about new media thinking throughout the world. The winning case studies represented here reflect some of the best ideas we found—as they were sparked by fresh insights and grounded in results that are worthy of worldwide best practices.

*Congratulations to the 2010 winners!
Without doubt, they are reshaping today's notions of marketing success.*

winners 2010

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Bombardier	Media Experts	Canada	Local	Grand Prix
Dockers	OMD	US	Local	Grand Prix
Fidelity	MPG	US	Global	Grand Prix
Becel	PHD Canada	Canada	Local	Gold
Canary Islands Tourism	PHD Spain	Spain	Regional	Gold
Coke & Food	Starcom Shanghai	China	Local	Gold
Dairy Farmers Yoghurt	Starcom MediaVest	Australia	Local	Gold
Kimberly Clark- Poise	Mindshare	US	Local	Gold
Lionsgates-Expendables	Initiative	US	Local	Gold
Network Ten	Starcom MediaVest	Australia	Local	Gold
O2	archibald ingall strettton	UK	Local	Gold
Pedigree	Havas Media	Latam	Regional	Gold
Quebec Milk Producers	Touche! PHD	Canada	Local	Gold
TELUS - Extreme High Speed	Media Experts Canada	Canada	Local	Gold
West End Partnership	Cake	UK	Local	Gold
American Express	Neo@Ogilvy	UKs	Local-Multi	Silver
Canon	PHD UK	UK	Regional	Silver
Coca Cola-Sprite	MediaVest	US	Local	Silver
Cover Girl	Starcom	Canada	Local-Multi	Silver
Davivienda Bank	Starcom	Colombia	Local	Silver
Deloitte Touche Tohmatsu	Deloitte	US	Global	Silver
Duracell	Starcom Puerto Rico	Puerto Rico	Local-Multi	Silver
GE	The Economist	US/UK	Local	Silver
Herbal Essences	SMG United	US	Local	Silver
Hershey's Syrup	Godrej Hershey	India	Local	Silver
Juniper Networks	Just Media	US	Global	Silver
Levi's	OMD Hong Kong	Hong Kong	Local	Silver
MetLife	IW Group Inc.	US	Local	Silver
Valspar	MPG	US	Local	Silver
Victory Motorcycles	The Integer Group	US	Local	Silver
AOL	Initiative	US	Local	Bronze
Durex	PHD Germany	Germany	Local	Bronze
Hyundai	Initiative	US	Local	Bronze
Johnson's Baby	OMD India	India	Local	Bronze
McDonald's	OMD Hong Kong	Hong Kong	Local	Bronze
Old Mutual	Carat Media	South Africa	Local	Bronze
Red Rose	PHD Canada	Canada	Local	Bronze
Siemens	Media Direction	India	Local-Multi	Bronze
Unilever	ESPN	US	Regional	Bronze
UTI Mutual Fund	Lintas Media Group	India	Local	Bronze
Vitasoy	PHD Hong Kong	Hong Kong	Local	Bronze

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010

BOMBARDIER — “Igniting a Nation”



Entrant Company: Media Experts, Canada

The Situation

Bombardier is a Canadian world class transportation company, the largest supplier of rail equipment, systems and services and the third largest manufacturer of civil aircraft in the world.

Although Bombardier has numerous global engineering accomplishments to its credit, the Canadian media often portray the firm in a negative light, due to the involvement of Canadian Government loan guarantees in the aeronautical bidding process.

Insight and Strategic Approach

Bombardier and the Olympic movement share the same ideals – vision, drive, a passion for excellence, a commitment to training and development and technical skill which is all tested on the world stage against the greatest competition the world has to offer.

Although the parallels were evident, and Bombardier could benefit from the brand synergy of the opportunity, typical Olympic sponsorship was literally out of reach. Given that the Olympic Torch is the most powerful and unifying symbol of the Olympic Games, the idea was to convince Bombardier to bid to become the first Olympic Sponsor to design and manufacture the Olympic Torch. The engineering excellence put forth in the creation of the torch to handle all Canadian weather possibilities could be used as a metaphor for Bombardier’s overall engineering and manufacturing excellence.

Media Tactics

Part 1: Massive Public Relations

The torch was carried by over 12,000 Canadian on a 106-day relay during the longest journey in Olympic history-- 45,000 kilometers. The torch traveled through 1,037 communities in snow, rain, hail, wind and sub-zero temperatures, showcasing Bombardier’s engineering capabilities to millions.

Local and national media carried the story of Bombardier’s design and manufacturing excellence as the torch traversed the country. CTV produced and broadcast nationally, two special programs focusing on Bombardier’s central role in its design and manufacture throughout the torch relay.

Social media sites were all a Twitter with torch relay news. Every time users mentioned the torch online they were invited to Bombardier’s YouTube channel to view an extended version of the TV creative.

Part 2: Power of the Games

A Bombardier commercial that furthered the story of the torch ran in key highly emotional and highly rated moments such as opening ceremonies, just after the arrival of the Canadian team and just before the arrival of the torch in the stadium.

Results

Following the games, the annual CROP survey on the image and reputation of the Bombardier brand reported a major upswing in public opinion. Canadians with a very favorable opinion of Bombardier grew by 28%, climbing to 32% in 2010.

This unique idea from the media team generated media value at a ratio of 5 to 1 of non paid - paid media.

Bombardier. Planes. Trains. And Olympic Torches.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/bombardier.html

DOCKERS — “Shazam It!”

Challenge:
To increase brand relevance and purchase consideration, Dockers needed to break through the Super Bowl ad clutter.

Idea:
Using Shazam's mobile phone audio recognition technology, Dockers would make a first-ever interactive TV spot, prompting consumers to "tag" the ad to reveal additional info, content links and contest entry point.

Results:
While the campaign is ongoing, it has garnered nearly 100 press mentions, netting 50MM additional impressions. Dockers also received public commendations from other ad agency and brand CEOs.

Entrant Company: OMD

The Situation

In the same way that Xerox and Kleenex became generic product references, in recent years, Dockers pants have become commoditized and synonymous with the pleated office pant.

Dockers, looking to change this perception and revitalize their brand image, wanted to take khakis beyond the cubicle and into the weekend—with modern fits and relevant style. The challenge was manifold: target the consumer who can take the message to the streets, get the consumer excited about the new Dockers and encourage him to go beyond thinking about and considering Dockers, to purchasing and discussing the pants.

Insight and Strategic Approach

To increase brand relevance and purchase consideration for Dockers among men 30-39, while breaking through the Super Bowl ad clutter, OMD's Ignition Factory conceived a mobile response tool

that made the Dockers TV ads “clickable.” By utilizing Shazam's audio recognition mobile application (typically used by more than 75 million users to tag and identify music), the Dockers Super Bowl ad could be “tagged” by consumers with their mobile phones. Once tagged, a custom “tag results page” appears in the mobile app offering additional content, easy entry into a nationwide contest and the opportunity to submit an email address.

Media Tactics

Dockers created the first ever Shazamable ad. Shazam's audio recognition technology enabled the ability to truly converge television and mobile media—essentially making TV clickable by recognizing the unique audio of the commercial with the mobile phone. The partnership generated a first of its kind cross media integration – melding traditional media (TV) to non-traditional media (mobile & online) with a breakthrough execution.

Results

The campaign extended through to June 2010, netting over 22,000 tags, 55MM impressions and generating chatter in both social media and the press in nearly 100 mentions. The unique and innovative use of mobile technology not only bolstered the communication to consumers that the new Dockers are modern, relevant and hip but the audio-recognition interaction pushes the envelope in cross media integration.



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/dockers.html

FIDELITY — “Follow the Green Line”



Shorten the distance between you and your goals.

Fidelity delivers a personalized investment relationship based on your goals, not ours. Imagine that.

Turn here™

Fidelity

800.343.3548 | Fidelity.com

THE WEEK
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Entrant Company: MPG

The Situation

Nobody predicted the scope of the 2007-2008 financial collapse. Customers were panicking, and each day money poured out of Fidelity and all financial services companies. Convention dictates that a leading financial services company, with a depleted ad budget, shouldn't launch a completely new and different advertising campaign. Yet, Fidelity did with a compelling, problem-solving financial GPS device (otherwise known as “The Green Line”) to help ease consumer's financial concerns by giving directions and acting as their literal financial guide.

Media Tactics

Fidelity became an investor's financial GPS navigator. The company's simple, iconic, green line became the visual metaphor of how Fidelity gives consumers the guidance necessary to meet their goals.

“Turn here” became the new message, capturing the way Fidelity works to create a specific plan for each customer. Media tactics using the green line centered on newly created and relevant content integrations that fused Fidelity's investment strategies with editorial.

Results

After only one short year in market (as of Q3 '10) Fidelity had the highest unaided advertising awareness in the category, while unaided consideration and brand preference exceeded competitors by +10 points. By the end of Q2 '10, satisfaction with Fidelity's investment guidance scored a 138% lift! Finally, we increased the retention and growth of current household assets by 12% from 2009 to 2010.

GRAND PRIX WINNERS

Insight and Strategic Approach

In a time when reputation mattered, Fidelity had the highest levels of perceived “trust” in the industry. But, trust wasn't enough. Investors wanted personalized guidance. All of Fidelity's customers have access to a licensed advisor, free of charge, 24/7. It may not always be the same person, but they can rest assured that all Fidelity representatives follow the brand's core investing methodology — conservative, disciplined investing.

To convey this message with a personal touch, Fidelity showed that investment advice came from a company, not just one advisor.

Fidelity was acting a lot like customers' financial GPS — even if the path changed along the way. Armed with that insight, the goal was to show how Fidelity customers could follow the disciplined investment advice they've been given.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/fidelity.html



BECEL — PHD Canada



In the third year of Becel margarine's Love Your Heart campaign, the brand's challenge was to inspire and empower women to take action to prevent heart disease. However, heart health alone wasn't enough to engage women. Becel wove its message through attention-getting fashion and celebrity content and the power of film-- all designed to be big, bold, and entertaining. Using the drama of The Academy Awards and its French equivalent, Les Jutra, Becel used influential figures to personally communicate the brand's message via artistic means. To provide viewers with a content extension to the Oscars programming, a Becel film, "The Heart," premiered right after the "Short Film" award. One memorable element of the campaign included a specially-designed red dress that was a symbol of the cause and was offered as an app through Facebook. Consumer recognition of Becel being good for your heart and health increased 19% year over year.

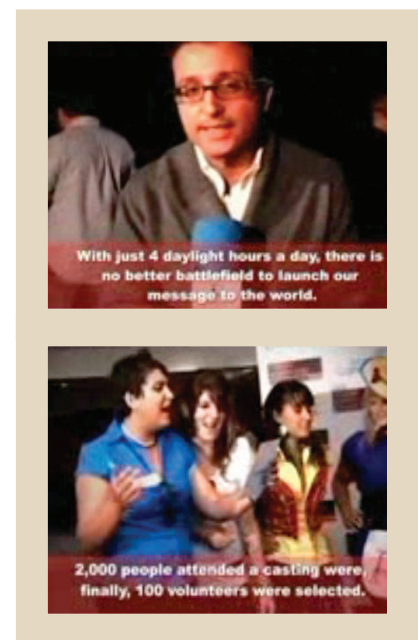
SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/becel.html

CANARY ISLANDS TOURISM — PHD Spain

With 60% of GDP based on tourism, the Canary Islands were facing a real crisis during the recent global economic downturn. Not only did they need to boost their profile among travelers, the results needed to be immediate. However, with marketing budgets reduced by 58%, the project was daunting.

Northern European countries suffer from long, difficult winters that can cause Seasonal Affective Disorder (SAD), also known as the Winter Blues. Young Canary Island ambassadors became a communication channel to spread the idea of Say No to Winter Blues through a social movement online and offline—literally taking the sunny Canary Islands message to Europe's darkest cities.

Tourism campaigns usually achieve results over time. Say No to Winter Blues, attained immediate results. Not only did the Canary Islands attract more visitors in February 2010 than all of Spain for the first quarter, but hotel bookings increased 15% and The Canaries saw nearly 70,000 more tourists than they did during the same quarter the year before.

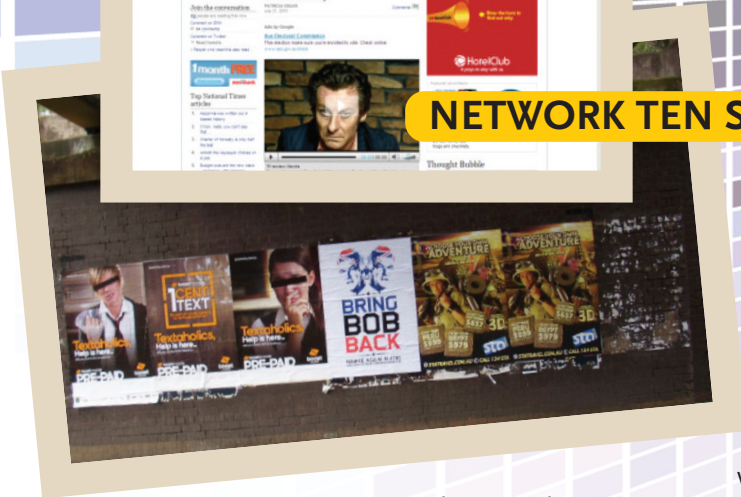


SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/canary.html

U S A , C A N A D A , S P A I N



NETWORK TEN SYDNEY — Starcom MediaVest, Sydney



Network Ten Sydney had ambitious goals for *Hawke*, a movie-length docu-drama about colorful Australian Prime Minister Bob Hawke, who served from 1983-1991. Not only was Ten's

under-40 audience too young to remember the PM, they were generally considered to be politically apathetic. With a miniscule budget, the goal was to make the Hawke era relevant to a new generation by behaving as a counter-point to the current politicians they knew, while involving them in a mock-election campaign to 'Bring Bob Back'. The campaign took to the streets, got Sydney talking, made *Hawke* relevant through younger media channels, and used the politics of today to create real time interest in the event. The *Hawke* TV event, a serious political docu-drama, became "must see TV" even among a young audience formerly uninterested in politics, and achieved the number 1 position in its prime timeslot.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/network_ten.html

COKE WITH FOOD — Starcom China

Coca-Cola in China is seen primarily as a "western drink" -- a good accompaniment for "western" food like hamburgers and pizza. In a country with a huge food culture, if consumers could not envision Coca-Cola with their favorite Chinese meals whenever they ate out, a huge opportunity would be missed for the Brand.

A strategy developed which focused on making the "meal experience" more enjoyable. A tailor-made Coca-Cola primetime Reality TV series was created that featured a young target audience enjoying and sharing Chinese food in eating & drinking outlets across China. Part competition, travel+food and reality-game-show, the series spoke to youth in an irreverent tone and manner, embodying fun with Coca-Cola and food. Two teams competed across China, performing challenges and looking for great local restaurants. Led by celebrities, these teams were composed of real consumers recruited through the i-Coke website.

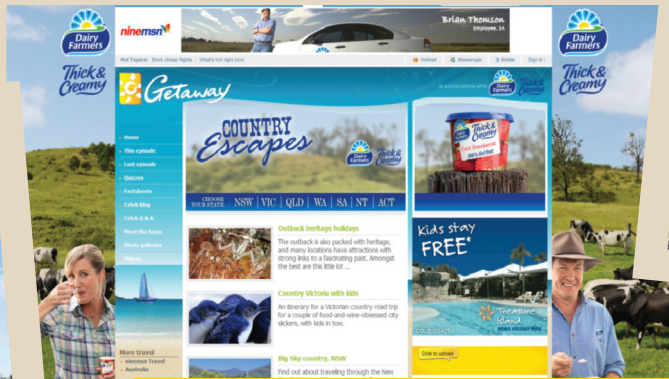
Instead of using TV to talk to the audience, they experienced first-hand the positive influence of Coke in their meals...and TV amplified their fun and good time!



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/cokewithfood.html

GOLD

Dairy Farmers.
Bringing country
goodness to
the city.



DIARY FARMERS THICK & CREAMY YOGHURT — Starcom MediaVest Melbourne

Dairy Farmers Thick & Creamy Yoghurt is a brand known for having all the goodness of the country, but in an increasingly “fat free” world, was perceived as too indulgent. (The Brand is actually 98% fat free, but research showed that few consumers believed a yoghurt called “thick and creamy” could also be low in fat.)

Although Australia is a highly urbanized nation, people still dream of the country lifestyle and often make a ‘Seachange’ or ‘Treechange’ later in life. So, rather than following the “fat free” category, the strategy focused on Dairy Farmers’ origins to bring the goodness of the country to the city. Tasting is believing, so disruptive environments that juxtaposed country and city life were created to showcase product pride and encouraging sampling.

The Melbourne and Sydney central stations were covered in grass and housed farmers’ stalls while actual Dairy Farmers handed out 70,000 tubs of yoghurt to people going to work in the morning.

The campaign doubled the number of people who knew Thick & Creamy was ‘98% fat free,’ while maintaining the brand’s strong country heritage credentials.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/dairyfarmers.html

KIMBERLY CLARK – POISE — Mindshare



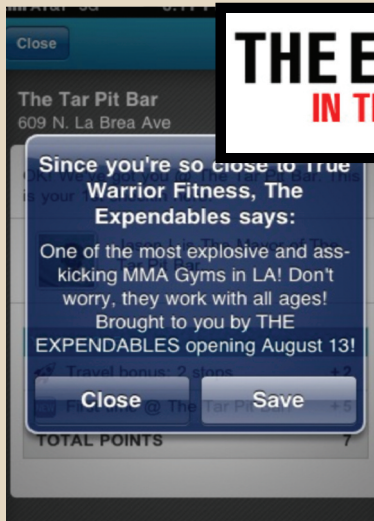
The Poise brand helps women with light bladder leakage (LBL), but is incorrectly associated with incontinence. Rather than enter the LBL category, many women use their traditional fem care products to faulty use. Research shows that light bladder leaks are not uncommon, and one in three women, include young women, experiences the condition. Yet the subject is still taboo.

In the new world of marrying branded content, marketing and entertainment, Mindshare helped Poise spark a conversation with consumers via comedian Whoopi Goldberg. If one in three women suffer some degree of light bladder leakage, then great women in history probably experienced it, too. Ms. Goldberg appeared in six comedic webisodes portraying historical characters ranging from the Mona Lisa to Lady Godiva to Cleopatra. A single 60-second TV spot ran in the 2010 pre-Oscars program. By the end of the year, the project had generated 1.5 billion media impressions via the webisodes, the Oscars spot, and through countless news stories and blog commentary.

Results? The Poise brand experienced the biggest sales year ever in its 19-year history.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/poise.html

A U S T R A L I A , C H I N A , U S A



THE EXPENDABLES

IN THEATERS AUGUST 13



UNLOCK **BAD ASS** TIPS IN YOUR CITY FROM THE EXPENDABLES

LIONSGATE-EXPENDABLES — Initiative

Lionsgate premiered The Expendables, a powerhouse film packed with action stars including Sylvester Stallone, Dolph Lundgren, Mickey Rourke, Jet Li, Bruce Willis and Arnold Schwarzenegger on August 13th throughout the US. The challenge was to connect with 1980s action nostalgia while promoting the film in a new and innovative way.

If there's one term that best describes these tough guys, it's "bad ass." Utilizing the popular geo-location platform Foursquare, a mobile campaign was created to engage fans around "bad ass" places to go in various US cities — bars, restaurants, clubs, concert locations, tattoo shops, boxing gyms, pool halls, martial arts location, motorcycle dealers, sporting good

shops. The objective of the mobile campaign was to engage Foursquare users around their favorite local hot spots in the spirit of the film by encouraging them to "Unlock bad ass tips in your city from The Expendables."

Opening weekend box office numbers showed that The Expendables not only outpaced expectations, but significantly beat out other projected summer blockbusters.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/the_expendables.html

O2 — archibald ingall stretton



O2 has great success converting customers into fans with their unique and exclusive music Priority experiences. A major sponsor of England Rugby, O2 needed to do the same for their rugby consumers. However, unlike their music offering, O2 didn't have an endless supply of gigs and events they could offer to its rugby base as England plays just six home games a year.

Providing live 3D broadcasts of rugby at cinemas nationwide gave O2 the perfect solution for delivering a Priority experience. Interested O2 customers counted down to the event through emails and a Twitter feed campaign that later connected fans live during the events. Each cinema became a mini-stadium, complete with free beer, St George's flags and 3D glasses.

By combining passions, technology and unique group-experience events, O2 drove over 250,000 customers to the O2 blueroom and saw 20,000 O2 customers singing, drinking and sharing an amazing experience. The perfect expression of the brand's positioning line – "We're better, connected."

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/O2.html

GOLD

MARS-PEDIGREE — Havas Media



In Latin America, Pedigree is the pet food category leader. Yet the brand was facing two challenges: 1. An increasing practice of owners feeding their pets table scraps and 2. Millions of dogs are abandoned each day and live desperately on the streets. Pedigree knew that a love for dogs existed and that this situation was the result of a lack of education, which ultimately resulted in low adoption rates throughout Latin America.

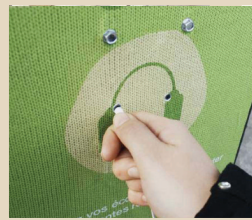
To better overcome these issues, Pedigree created an original 30-minute reality TV Show called My Ideal Dog with Animal Planet. Five family stories were developed as they brought a new dog home from a certified Pedigree Dog Shelter. There was a casting call to choose the families who participated, and social media was used to dialogue with dog lovers—positioning Pedigree as part of this dog love movement.

Not only was My Ideal Dog a huge hit, but sales increased, brand loyalty rose and the Latin American community is now 15% more likely to adopt a dog after having seen the program.



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/pedigree.html

QUÉBEC MILK PRODUCERS — Touché PHD



In crowded beverage industry, milk had quite an exhaustive challenge to face in order to remain a strong player and protect its market share.

The winter of 2010 was not intended for the faint of heart. Québec consumers were indeed in need of comfort due to the harsh winter, the economic recession and the H1N1 epidemic.

The campaign focused on the simple yet evocative signature: “milk, a natural source of comfort,” while the creative platform was developed around another soothing icon: wool. Wool was omnipresent in TV commercials to out-of-home displays. The media strategy was to create “comfort zones” to soothe in times of need, and many executions were literally knitted to surprise customers with colors, effects and

dimensions not used during these darkest months of the year.

One of the most noticeable elements of the campaign was heated transit shelters, redesigned with gigantic tuques (knitted caps). Earphones were installed to the great pleasure of users who could listen to comforting stories in a warm environment.

Not only was consumer reaction instant and appreciative, but the consumption of milk increased by 1% and is still growing.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/milk.html

U S A , U K , L A T A M , C A N A D A

Style

Why do leading brands
work with the BBC?

¹ BBC Global Audience Estimate 2010.

² Omniture Q2 Monthly Average 2010.

³ EMS + CEMS Summer 2010 (12 months) Universe/Base. Target Group is all respondents (46,371,000/26,778). EMS is a survey based on the top 13% of income earning households in Europe. Competitive set is all weekly news and business print publications.

SUBSTANCE

Access to the influential

It would take a queue of 71,000,000 people to connect New York, London, Paris and Tokyo. That's the number of viewers watching BBC World News¹ every week.

And that's before we add in the 54,000,000² online visitors to BBC.com.

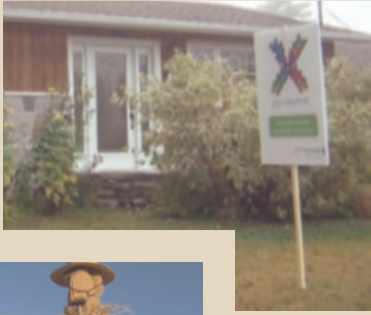
We also reach at least 3 times more business decision-makers and influential opinion leaders weekly than any print title³, meaning you can always find your target audience – wherever they are.

To find out more, contact **John Williams** on +1 646 873 0577 or john.williams@bbc.com

Substance to complement your style

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WORLD
NEWS



TELUS — Media Experts



TELUS, Canada’s second largest telecommunications company, is famous for its use of whimsical, nature-themed imagery in its award-winning advertising that features trademark “critters” including tree frogs, monkeys, lizards, ducks, meerkats and butterflies. When TELUS launched their Extreme High speed internet service, the “Extremis butterfly” was selected as the perfect signature “critter.”

The introduction in Rimouski—(Eastern Québec, Canada)-- faced the dual challenge of launching in a market of just 54,000 citizens with limited traditional mass media options available, while bringing to market a product already offered by competing internet service providers.

To build excitement and word of mouth, a teaser campaign in the form of daily “breaking news bulletins” reported on how a distraught breeder’s entire population of “Extremis” butterflies had vanished from his greenhouse. A community hotline and missing posters sprung up while TELUS used cinema domination and geo-targeted online banners to promote the details of the TELUS Extreme High Speed internet offering.

The campaign was an unqualified success. Subscriptions surpassed original targets and consumers continue to sign up for the service a year after the campaign.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/telus.html



WEST END PARTNERSHIP — Cake (Havas Sports & Entertainment)

London’s famed West End is busy in its preparations for the 2012 Olympics, when all eyes will be on the other end of the city. With 200 million annual visitors, tourism provides the means for the area to thrive, but numbers were declining.

To encourage people to spend more time exploring the area’s culture, food, entertainment and shopping, a 30m square maze was created in Trafalgar Square, inviting people to “get lost in the West End.” Each pathway corresponded to a different West End street and provided facts intriguing to visitors. The maze was in place for a week, and a performance space in its center featured area

attractions - from Savile Row tailors to stars of West End shows.

The communication strategy succeeded in capturing attention. In 5 days, 35,000+ people passed through the maze. TV coverage ran in the UK, US, Russia, Spain and China. For less than £100,000 invested, the event secured a PR value over £4 million. By November 2010, footfall in the area had increased by 3.1%, while area sales increased by 7.5%.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/westend.html



COVERGIRL — Starcom MediaVest Group

All three of COVERGIRL's major competitors were launching new mascara innovations, and COVERGIRL needed to combat their launch plans to defend its #1 position. COVERGIRL's prime prospect is young women (15-34) who are always on-the-go. The target desired "lash transformation" in her mascara, so we transformed her transportation of choice by magnifying COVERGIRL's unique yellow color platform and promised lash length everywhere she went on the subway. We greeted her originally – at subway entrances with turnstiles turned into iconic COVERGIRL yellow mascara wands. By bringing the product benefit and color platform to life within relevant consumer spaces, COVERGIRL stood out from competitors within the cluttered cosmetics category. Overall campaign ad recall reached 60%, while transit users' recall was 14% higher. COVERGIRL not only maintained the #1 position in the eye segment, but saw sales volume increased.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/covergirl.html

AMERICAN EXPRESS UK — Neo@OgilvyGroup

The international "Realize the Potential" campaign inspires American Express Cardmembers to get more out of their card and more out of life. It is delivered to consumers via initiatives like the "Preferred Seating" entertainment program that provides Cardmembers with exclusive access to a host of music, film and cultural events. The campaign's focus is to engage with Cardmembers and prospects through their passion points while driving awareness of American Express' involvement in events, music, film and dining.

By partnering with three top UK content partners (The Guardian, Spotify and Lovefilm), American Express pioneered the first mash-up of bespoke and syndicated content in the form of video, audio and editorial. Content was curated and developed around four themes where American Express adds value: London Restaurant Festival, BFI London Film Festival, in-the-know music and Christmas Winter Wonderland.

Using technology from InSkin Media, the project moves away from the traditional method of driving consumers to a website, and instead provides them with compelling content while they are viewing their favorite websites. The success of the mash-up in the UK is encouraging American Express to export the concept to several international markets in 2011.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/american-express.html



CANON — PHD International

Canon has 98% awareness and is perceived as an innovative technology brand. While consumers say they like the idea of having a camera with multiple features, very few actually know how and when to use them, which hinders purchase consideration. To build an emotional association with the brand and help educate audiences about Canon's products and features, our idea was to: "Inspire creativity and storytelling." For each Canon product, an everyday "man on the street"

was identified to share experiences about using the camera and its features through storytelling photos. A "Take stories" microsite was developed to showcase full length features and tutorials with each of the characters and products, and photo competitions were created. Other "media first" opportunities included an MSN 3D interactive cube and an iPad app release in line with the official iPad launch; both brought first-mover advantage. Campaign engagement achieved outstanding results, while both the DSC and DSLR categories experienced market share growth during the campaign period.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/canon.html

CANADA, UK, USA

DAVIVIENDA BANK — Starcom Colombia



At Football World Cup big companies do big campaigns. Davivienda, a private bank that decided to go public, wanted to generate the highest possible brand awareness among consumers and potential investors. However, Davivienda's budget was only one-third of most big World Cup sponsors and in a category not normally associated with football.

The Colombian football team was not in the World Cup (again, sadly!), so Colombians were looking forward to the entertainment events "around" the World Cup. Our research found that the World Cup not only revolves around football, but it is the closest activity to being "on vacation" as people want to have fun together.

Taking advantage of this fun and sharing motif, Davivienda created a funny character, a pseudo-Reporter who would be at the WRONG time and the WRONG place during World Cup Events. The vignettes connected to Davivienda's corporate message, "Your Money could be in the wrong place, best if you bring it to Davivienda."

After the World Cup, Davivienda went public and was considered to be the most successful financial product launched in Colombian history.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/davivienda.html

DELOITTE TOUCHE TOHMATSU LTD.

As a brand, there continues to be a shift in the perception of Deloitte from a Big Four accounting firm to a leading, diversified professional services provider. To better achieve this level of brand differentiation, Deloitte provides its practitioners with unique experiences to connect with colleagues and clients in a fun, desirable way that builds brand loyalty.

Deloitte Fantasy Football was a simple, online competition that leveraged the energy of the 2010 FIFA World Cup™ games while generating publicity for the Deloitte brand. Multiple brand stakeholders across the world participated in a global, virtual conversation that promoted their teams, celebrated their cultural diversity, and increased the sense of belonging for employees and clients alike. In the process, audiences were also drawn to key advertising and marketplace messaging that aligned with the organization's global brand positioning.

Deloitte "broke the mold" with the largest engagement campaign ever undertaken within the organization and in the professional services industry. More than 60% of the Deloitte workforce participated in the competition, complemented by a respectable level of client participation at 34%.



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/deloitte_touche.html

DURACELL — Starcom Puerto Rico



For the past 3 years of global economic difficulty, Duracell in Puerto Rico experienced a declining share trend at the expense of other brands and Private Labels, due to a misperception about value. The battery consumer is a brand switcher who looks for value, but doesn't always recognize that an initial higher purchase price may provide greater value in terms of battery life.

To demonstrate how Duracell batteries give a consumer more, the brand actually gave the consumer more while he was enjoying his favorite TV shows (and using his battery-operated remote).

In fact, Duracell provided 20% more of the show. This campaign offered the ultimate value deal: enjoy a bit more of a favorite TV show without waiting for the next episode. At the show's end, Duracell reminded viewers that the differences between ordinary and extraordinary are the little extras.

The campaign instantly connected with consumers, while igniting media attention. In the months that followed, Duracell's top-of-mind awareness increased to 61%.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/duracell.html

HERBAL ESSENCES — SMG United



In an always changing hair care environment, Herbal Essences sought to launch Tousle Me Softly, a new collection that helps women achieve a beach-inspired “tousled look” currently hot with celebrities. However, the brand’s top competitor was launching a similar product, and would outspend Herbal Essences by a nearly 2:1 ratio.

Herbal Essences saw great potential in appealing more directly to bi-cultural Latinas, who purchase styling products at a much higher rate, while still identifying with the general market. With this goal in mind, Herbal Essences launched Tousle Me Softly with an up-and-coming celebrity, originally from Puerto Rico, who was just starting to gain mass appeal: Jacy Maria. Using cross-cultural content and media, Herbal Essences tracked her journey to fame. Mini-episodes were created featuring Jacy’s steps to stardom and her many looks, all while using Tousle Me Softly to create them.

With the Tousle Me Softly launch as the only major activity, Herbal Essences’ overall styling business increased 49% - creating carry over effect to other Herbal products.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/herbal_essences.html

HERSHEY’S SYRUP — DMA Yellow Works/ Godrej Hershey Limited

Hershey’s Syrup was launched in India in 2009 and the brand initially appealed to a niche group of internationally-traveled consumers. After the launch, the brand faced low awareness, and limited consumer knowledge about the various uses of Hershey’s Syrup. The brand needed to be more than a special occasion product by highlighting meaningful everyday uses.

Mothers with young children, a core Hershey’s consumer group, were struggling to get their children to drink one glass of milk a day, and were open to making milk more appealing. Using the tagline of “You can do a lot more with milk,” print ads were crafted to also be wrapped around Hershey’s Syrup-- without altering the recognizable bottle structure. This “wrap” identified new preparations for Hershey’s Syrup + Milk that are enticing enough for children to drink a second glass of milk in a day. A recipe book was also inserted.

Sales doubled since the launch, and the Hershey’s Syrup repurchase rate came down to less than a 50 day cycle from a 75 day cycle.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/hersey.html



GE-HEALTH OF NATIONS — The Economist Group

GE wanted to position their brand as a leader and innovator in the Health and Environment space in a digitally engaging way.

The Health of Nations Program, which highlights the critical healthcare issues facing countries around the world, was created for GE's healthymagination by the **Economist Intelligence Unit**.

Through clever design and data visualization, the website (ge.com/healthofnations) at the heart of the program engages and educates the user while providing the desired brand exposure for GE. The program elements – data visualization, interactive map, country ratings, case studies and video podcasts – are cohesive, impactful and deliver on user expectations.

The Economist Intelligence Unit's editorial team built the Index, undertook the research and analysis, conducted the interviews, and wrote the key findings, case studies and profiles. (In fact, the findings and views expressed in The Health of Nations do not necessarily reflect the views of GE.)

The Health of Nations sets a new standard for tailoring solutions that leverage the brand strengths of marketer and media partner, integrates the marketer with relevant, tailored content and ultimately provides new value to an appropriate audience.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/ge.html



JUNIPER NETWORKS — JUST MEDIA



The Pulse product was the first solution to simply secure, manage and control all smartphones for the Enterprise, Service Providers and Consumers. As we are *Always on* and *Always connected*, Juniper's Junos Pulse insured that phone users are *Always safe*.

One of the goals of the campaign was to reach business professionals in areas of high mobile device usage. The Innovation was in reaching the target via multiple touch points throughout their journey from Point A to Point B. Ads weren't in front of them; they were reached in media channels relative to the brand and creative concept.

For a typical journey to the airport, this included: taxi wraps; ads in security trays where phones and laptops are placed; free device charging

stations sponsored by Junos; ads onboard via tray tables and inflight programming; ads on smarte cartes at baggage claim; backlit dioramas, spectaculars, wall wraps, hanging banners, and digital screens at security, departures and arrivals; plus mobile video/banner ads on Blackberrys, iPhones, Androids and iPads.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/juniper.html

LEVI STRAUSS (HONG KONG) LTD — OMD Hong Kong



Levi's faces ongoing competition in the Hong Kong market where its share of mind is consistently challenged-- not only from the jeans sector, but also from heavyweight spenders in the sports apparel category. Yet Levi's remains one of the strongest fashion brands for Hong Kong teenagers, due to its innovative and unconventional approaches in communicating with teens.

The challenge was to introduce the new Square Cut series—in an oversaturated market among consumers who are only excited by something new and different. The "Soundwash" idea combines originality and music through the creation of a Laundromat—virtually and physically at point-of-sale

locations—chosen with for its associations with hanging around while clothes wash. The concept spoke to Levi's classic American heritage, while simultaneously creating a place for teens to engage with the Levi's brand in a fun, fresh way. By also introducing music into the setting, Innovative Sound Washing Machines enabled consumers to select their favorite music mix to "Soundwash" their new Levi's Square Cut jeans.

Store traffic, sell through, online conversations and overall "buzz" exceeded expectations.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/levis.html

METLIFE — IW Group Inc.

MetLife's Dragon Boat online campaign focused on Chinese Americans who migrated to the US to provide a better future for themselves and their families. In order to fulfill their aspirations, these new citizens needed to prepare for the future in every way, especially financially. However, when it came to choosing a strong, trustworthy, financial partner, they faced language and cultural barriers.

To build a strong market position with its multicultural customers and consequently grow its market share, the Dragon Boat banner was the first online gaming banner in the Asian market with Facebook integration. It successfully integrated culture, online gaming and social media and transformed the consumer's web experience by going beyond traditional product information.

The media strategy was to use floating units on Chinese-language news sites that guaranteed brand exposure and impressions before the audience could view the site's content; the interactive gaming element was the primary content strategy that led to its success.

The MetLife Dragon Boat game over-delivered in several key areas: strong emotional connectivity, extended brand exposure and continuous viral growth.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/metlife.html





SPRITE (COCA-COLA) — MediaVest

Most marketing programs find contextually relevant content and align with what already exists.

Sprite Step Off created the environment to reach consumers, and in doing so solved both a business challenge and a human need.

Due to its early support of hip hop culture, Sprite has strong brand identity among African-Americans; however, it needed to continue to find authentic ways to be a part of this community. African-American youth on college campuses often participate in school-wide "Stepping" competitions. A source of cultural pride, Stepping is a modern African group-dance style with synchronized, rhythmic movements, claps, and stomps.

The idea was to create a first-ever US-wide Sprite Stepping competition and sell the concept to MTV to bring it to a national audience. The competition began with 89 teams at local and regional Sprite Step Off events and culminated in 6 nationally televised episodes for the final rounds, narrated by multi-platinum hip hop recording artist Ludacris.

Success of the program was measured in both excitement and sales—with increased Sprite volume, high TV ratings and booming social network participation-- 800,000+ Sprite Step Off Facebook fans and 42 million video views.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/sprite.html

VALSPAR — MPG

In 2010, the US was coming out the worst housing market and recession since WWII. Increasing paint sales would be a challenge. Yet, Valspar needed to drive sales by positioning the paint brand as "unique" in the eyes of consumers.

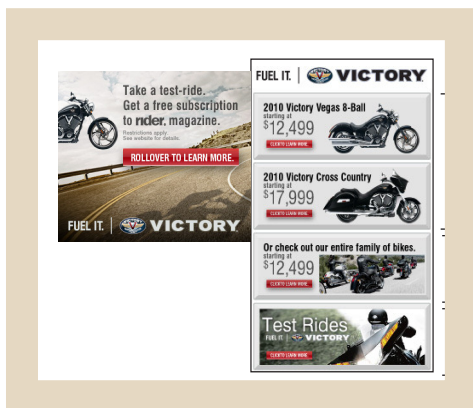
Valspar's target audience is best classified as Makeover Mavens; they have an eye for the latest trends and use home decoration as a form of self-expression. Although they are serial decorators and profess to be confident in home décor, there is a significant minority that is too proud to ask for help. Valspar set out to provide guidance/advice to this minority while inspiring confidence in the majority without ever appearing to talk down to them.

Valspar put the fun back into the paint category by focusing on the highly emotional (yet simple) concept of color to break through the competition and position the brand as the authority on home decorating. With unique integrations on TV and a category-first crossover of print and online, Valspar empowered Makeover Mavens to go big, go bold and go do while increasing sales 8%!



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/valspar.html

VICTORY MOTORCYCLES — The Integer Group



When Victory Motorcycles turned to The Integer Group in the midst of the recent downturn, the company knew it didn't have the luxury of riding the economy out. Victory would be gone without an unprecedented turnaround in the next few months. And diving into the brand, one thing was clear: Victory stood for nothing. It was just trying to imitate Harley-Davidson.

In a full disruption workshop, Integer uncovered the essence of the Victory brand: a relentless passion for building bikes that enhance the riding experience. *Victory not only shares your passion, but it's the one brand that never stops fueling it.* "Fuel it" became the brand's mantra and traditional messaging and media would NOT be enough, so we became the first in the industry to leverage interactiveTV—allowing viewers to locate dealers, request brochures, chat with

other riders, and get brand updates via Twitter and Facebook. One month after the Fuel It launch, consumers responded to the media campaign in droves—27,000 brochure requests via the iTV platform. March sales achieved the largest retail sales number in Victory's history. Integer didn't just impact a brand, they saved a company.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/victory.html



AOL — Initiative

Formerly known as the global Internet giant “America Online,” AOL has been faced with the task of reintroducing itself to a modern and tech savvy audience as a re-energized brand with an identity that transcends that of the tired pioneer of online instant messaging. With the objective of generating healthy associations with its bustling subsidiaries, AOL went boldly beyond the role of sponsor at one of the world’s largest music and media events, SXSW (South by South-West). AOL successfully promoted itself and its subsidiaries with a range of tactics and partnerships, including the exclusive use of Mapquest for all SXSW directions, surprise on-sight music acts, outdoor projection of its logo, branded collectable iPhone cases, and AOL rickshaws to address the event’s mobility issues. AOL has since enjoyed a 20% increase in traffic on its social media properties, a 45% increase for conversation on its brands and a 94% increase in positive sentiment for AOL and its digital products.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/aol.html

DUREX — PHD Germany

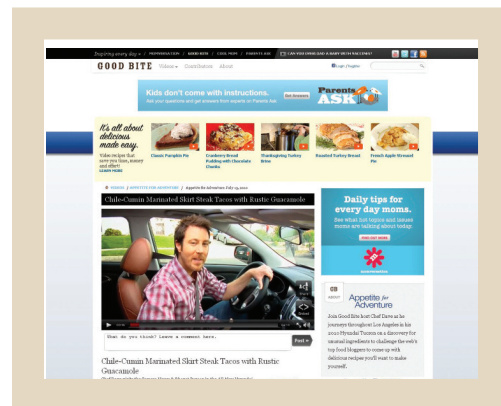
In an effort to strengthen its position among German teens, Durex Condoms developed a series of innovative marketing solutions including the introduction of decorative and reusable tin condom cases that resemble candy containers known as “Love Boxes.” In doing so, Durex sought to lessen any feelings of shame or taboo that may have previously discouraged teens from purchasing condoms. By partnering Durex “Love Box” condoms with VIVA’s TV show, “Virgin Diaries,” a clear connective integration between the exciting topic of a teenager’s “first time” and the effective Durex method of contraception was guaranteed. In addition, Durex launched its brand profile on the German-based SchülerVZ social network. As the first contraceptive brand to do so, Durex was uniquely able to provide additional information, advertising and a forum for discussion among its target group in its most natural setting. Durex’s awareness among German teens jumped to 81%.



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/durex.html

HYUNDAI — Initiative

With the task of launching its first CUV (Compact Utility Vehicle) in a market already dominated by products from leading competitors such as Toyota’s RAV4 and Honda’s CRV, Hyundai was not only able to gain entry but champion the CUV sector. By utilizing valuable consumer research from MRI, Simmons and JD Power, Hyundai was able to determine that cooking enthusiasts comprise a significant portion of CUV consumers. Thus, Hyundai partnered with cooking blog Goodbite.com to generate a culinary video series known as “Appetite for Adventure”, which followed the culinary explorations of Chef David Lawrence in his 2010 Hyundai Tuscon. Each video highlighted a specific feature of the Tuscon while providing links to Hyundai’s facebook page and offering new Tuscon branded recipes. Since launching the series, Hyundai has reached over 1.5 Million viewers and has become the #1 considered CUV on the market, a shining testament to the value of matching a products with appropriate consumer tastes, which clearly continue to vary internationally. In doing so, Hyundai doubled its projected CUV sales, besting its two closest competitors. Bravo!



SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/hyundaituscon.html

BRONZE

U S , G E R M A N Y , I N D I A ,



JOHNSON & JOHNSON — OMD India

Johnson's Baby is recognized as the leading Baby care brand in India; however, the brand wanted to reach out to new mothers with differentiated, innovative media. Yet, new mothers are relatively "media dark" during the first few months of motherhood when life revolves around the baby.

The solution was to be present in her life in a relevant manner, through media which touches her in this phase. Singing Lullabies (Lories in Indian) is a common practice for mothers. While "lories" are traditionally passed down by word of mouth, modern mothers, who no longer live in multigenerational households, are at a loss.

Johnson's Baby Lories, a commercially-available music CD, was created featuring "lories" in various languages, and presented by a renowned Bollywood singer. A multimedia campaign promoted the album and contest for audiences to gift a "lories" hamper to a loved one.

With 80,000 digital downloads of the "lories" CD, the program created a completely new medium for Johnson's Baby to bond with time-starved new mothers.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/lories.html

MCDONALD'S HONG KONG — OMD Hong Kong

In Hong Kong, McDonald's launches new McNuggets dipping sauces every year. As the HK economy recovers from the downturn, consumers remain cautious in their out-of-home meal consumptions, which are heavily driven by promotions. To build excitement for this year's sauces, we looked to a core group of young people, aged below 25, who love Chicken McNuggets for its familiar taste and its sharable, dipping fun.

By leveraging youth's eagerness to try new things and willingness to share, viral power was unleashed for the "Catch Dim Jack the Dipper" campaign. Dim Jack ("Dim" is the Cantonese word for "dipping") is a wicked character known to steal McNuggets' sauces for their irresistible taste. We invited people to become part of the hunt to "Catch Dim Jack the Dipper," which began with a viral video on social networks and TV, showing the villainous Jack stealing a McDonald's delivery truck. The public was asked to provide clues to Jack's whereabouts, by snapping real-life photos of Jack or leaving details at our campaign website. McNuggets sales grew by +8.2% in just 4 weeks.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/mcdonalds.html



OLD MUTUAL — Carat Media

Old Mutual is the South African market leader in long term assurance. The category is highly competitive and cluttered, is fueled by negative perceptions of hidden clauses, and attracts low consumer interest.

Old Mutual sought to reposition itself as a contemporary financial services provider with 165 years of experience and knowledge—always prepared to deliver on its promises. The company's Greenlight product, a comprehensive risk offering providing life coverage, was designed as a simple, honest, "no small print" offering that would allow people to "do great things," despite life's obstacles. The marketing requirement was to get people talking, build on the credibility of a trusted product and generate leads—now.

The idea centered on the integration of radio promotion with normal programming with trusted radio DJs on a popular morning show. The concept started with a conversation about "keeping promises" and ended with an audience-prompted dare about paragliding off Signal Hill.

The Greenlight campaign was a first of its kind. It kept listeners tuned in to see if the presenters would actually follow through with the challenges and tied in perfectly with Old Mutual's message of "keeping your promises." The 10-day campaign resulted in 50% more traffic to the Old Mutual website with requests for sales contact.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/oldmutual.html





RED ROSE — PHD Canada

A long-established brand, Red Rose had become staid. Younger users were being attracted to trendy herbal/fusion teas. To make the brand relevant again, the goal was to embrace the brand's philanthropic roots and build awareness of Red Rose's commitment to helping children.

Targeted largely to younger consumers, a media program showcased the brand's support of humanitarian causes, like Rainforest Alliance certification, but specifically Red Rose's partnership with ONEXONE, an organization focused on alleviating child suffering globally. This appealed to the growing consumer trend of "voluntourism," or the linking of vacationing and volunteering.

To find tea drinkers who volunteer and enjoy exposure to different cultures, a media campaign invited consumers to share, through a series of contests, how they made a difference in the lives of others. The prize: one of three once-in-a-lifetime "voluntourism" trips to Africa to work hands-on with Red Rose and ONEXONE in helping children and their communities.

Consumer response to the campaign and media coverage of their journeys was overwhelming, and served to re-establish Red Rose a socially-concerned, relevant brand.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/redrose.html



SIEMENS — Media Direction, R K Swamy Media Group

Siemens launched a global image-building campaign called "SIEMENS ANSWERS" in 2008 to establish the global giant as a 'Thought leader' across its core sectors-- Industry, Healthcare and Energy. The goal of the 2010 campaign was to better engage C-Suite Executives and Decision Makers. Based on emerging scenarios across the world,

Siemens identified 4 Global Megatrends that will drive change:

1. Globalization & Competitiveness,
2. Healthcare & Affordability,
3. Energy & Environment
- and 4. Urbanization & Development

To engage this top-level audience, The India Agenda was conceived to discuss the impact of these MegaTrends. Siemens partnered with MINT, the Wall Street Journal's local business magazine, to jointly produce India's first-ever customized project for business media. Entirely editorially driven, a series of topics were published, while expert columnists weighed in. A Siemens Answers section offered solutions. Readers were encouraged to discuss more in an online forum.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/siemens.html

UNILEVER/ DEGREE DEODORANT — ESPN

In 2009 Unilever approached ESPN looking for a multi-screen solution to help Degree strengthen their consumer association with the Mexican National Soccer team and their main spokesperson, Andres Guardado.

ESPN leveraged Degree's product performance messaging to develop a landmark, award-winning eight-episode documentary. The series chronicles the eight premier, young Mexican players on the verge of making it into the 2010 World Cup squad, focusing on how they face up to the biggest challenge of their lives.

Consumer Insight: "Most men aspire to greatness, but feel insecure and unprepared to face their day-to-day obstacles." **Product Performance Messaging:** Degree gives you the confidence to Face Up To the Challenge ("Siempre Enfrenta El Reto")

Each episode reflected Degree's message and brand values as an integral, natural part of the program, while complementing their sponsorship of the team. The show achieved three important goals:

- Shattered ratings expectations
- Received national and international critical acclaim
- High scores in post testing on the measures of "affinity for the brand"

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/unilever.html



CANADA,

UTI MUTUAL FUND — Lintas Media Group



The Mutual Fund industry in India is about US\$ 140 Billion; however, in the wake of the financial recession, regulatory change had affected Financial Advisors who were central to the industry's distributor dependent model. In June 2009, the government decided to abolish the 2.25% entry load fee, which translated into 'Zero' remuneration to Financial Advisors for their service to the Investors. As a result, there was little incentive to recommending Mutual Funds.

UTI, as a leader in the Mutual Funds sector, wanted to demonstrate the value of Financial Advisors. Through collaboration with CNBC India (#1 Business News Channel) and ICRA (India's leading rating house), UTI introduced the Financial Advisor Awards. As a lead-up to the Awards, CNBC hosted a series of Financial Advisor Forums in 4 major cities which highlighted thought-leader interaction between Financial Advisors and other influencers in the finance industry. ICRA designed the methodology and evaluation process for the Awards. More than 17,000 certified financial advisors entered to compete for 22 recognition awards.

Despite the regulatory changes in June 2009, the Mutual Fund industry has bounced back and continues to grow in terms of Assets Under Management.

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/uti.html

VITASOY INTERNATIONAL HOLDINGS LTD — PHD Hong Kong



In Hong Kong, Vitasoy is a household soy drinks brand established since 1940. The challenge was to help a 70-year-old Vitasoy brand engage a 20-year-old target. Communicating to youths is notoriously tricky; particularly when there is more online messaging than moments together. Vitasoy needed to position itself in such a way that it is invited into their world.

On Vitasoy's 70th Anniversary, Vitasoy packs were transformed into a world first: "70 Instant Message Packs," 70 limited-edition packs that carried messages of 70 different moments to connect with youths and gave our messaging-obsessed consumers a new way to express themselves—in-person. Conversations and sharing stormed through HK society, as consumers exchanged Vitasoy packs with specific messages for friends, colleagues and loved ones. Vitasoy effectively utilized a brand's own product packaging (owned medium) to convey brand's messages and innovatively bond with consumers.

In fewer than two weeks, sales increased 40% YOY in value and volume. The engagement level went far beyond expectations. One fan even developed a Facebook application that +7,000 people signed on to use. Over 2,500 pack designs were uploaded on Vitasoy's campaign site, which was 36 times more than the 70 pack designs we originally created!

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/INTER-MEDIA-2010/vitasoy.html

INDIA, MEXICO, HONG KONG

100

the internationalist

THE

100 LEADERS | 100 IDEAS | 100 POWER BRANDS

On April 13 at New York's Trump SoHo Hotel, an elite group of marketing leaders gathered to share ideas that underscore how risk-taking and reinvention are among today's best tools for successful brand strategies in these times of dramatic change. Many in the room and at the podium had recently been named to The Internationalist's annual list of 100 Marketing Leaders from around the world. These accomplished executives are using their experience, insights and expanded responsibilities to develop new marketing solutions amid today's global complexity and redefined business objectives.

The expanded role of a 21st century marketing leader carries far greater levels of accountability than ever before. These marketers are charged with building brands NOW--not over time--in an environment that stresses increased sales TODAY. Working in "real time" with accelerated decision-making and instant data feedback demands that a smart marketer execute and evaluate simultaneously-- perhaps for the first time in the history of business. And all of this must be done with smaller staffs.

Marketing Leaders must be a company's visionary and its expert on trends, while demonstrating adeptness at both internal and external communications. Add a global overlay of regulations, carbon footprints, CSR, cultures, languages, political environments and all manner of differing perspectives, and you've described one of the world's most challenging occupations--played on a very public stage fraught with immediate customer reaction that directly affects a brand's potential for success.

Reinvention of Marketing Leadership amid Global Complexity

Through discussion and sharing of best practices, participants in THE 100 demonstrated how they are:

- Reinventing ways in which their products and services interact with consumers' lives.
- Presenting a consistent worldwide image that establishes overall consumer confidence while working to connect on an individual customer level.
- Discovering how brand value today is directly tied to being a champion for local economics or for larger, sustainable initiatives.

- Recognizing that a combination of art and science is now critical to marketing programs that bring results.

THE 100 was underwritten by the following companies: BBC World News, CoreBrand and Out There Media as Premium Sponsors; Bloomberg, Euronews and The Financial Times as Supporting Sponsors, and Dentsu Network West, Publicitas North America, SCAN International, Sony Pictures Television, The Wall Street Journal, World Media and The Yomiuri Shimbun as Participating Sponsors.



THE 100 opened with a provocative presentation entitled “The End of the World” by **Toby Hoden**, CMO of ING Investment Management and **Larry Oakner**, Managing Director of CoreBrand, the firm who helped ING consider its

branding options. They addressed what happens when, in our new economic re-setting, a global company shrinks its world as ING Investment Management goes from Global to Local. The company’s marketing team took on the unique branding challenge to transfer the equity of a global company to regional businesses with an entirely new brand. **Toby Hoden** and **Larry Oakner** shared the process by which they considered the company’s best options in Europe, Asia and The Americas.



Katy Giffault, Vice President/Global Consumer Insights at Hasbro presented how reinvention can be used to a company’s best

marketing advantage. Hasbro has reinvented some of the world’s best-loved brands. MONOPOLY, now 75 years old, has transformed from board game to digital fun on Facebook, while SCRABBLE, now in its 63rd year, has become Toy of the Year, thanks to electronic tiles. Reinvention, reimagining and putting the consumer at the center of all strategy has been critical to keeping these brands relevant.



Luis Gallardo, Managing Director Global Brand & Marketing at Deloitte offered his view on “Marketing

Darwinism” or Survival of the Fittest by suggesting that “Think Global, Act Local” is no longer enough when describing the cross-border pollination

of ideas and products in today’s global economy. Instead, he advocates a 360-degree view of how we can best prepare businesses for sustained, long-term profitable growth. We need “THAP” or “Think Holistic, Act Personal.”



Henrique De Castro, President Global Media, Mobile & Platforms at Google helped the audience prepare

for what’s next by outlining some of the key trends that will affect the evolution of marketing. He discussed how everything will be digital—from convergence to mobile advertising to real-time marketing to social marketing. Among those areas where we will see the greatest change are: 1. content—where a vast amount more coming online, 2. next generation ads—be better tailored with information relevant to an individual and 3. an emphasis on buying audiences rather than sites—

the internationalist Awards for Innovative
2010-2011 Digital Marketing Solutions

A bouquet of numerous incandescent light bulbs, all glowing with a bright blue light. The bulbs are arranged in a dense, rounded cluster, resembling a bouquet of flowers. The stems of the bulbs are visible, and they all appear to be connected to a single, dark blue, twisted cord that extends downwards. The background is a soft, out-of-focus blue gradient.

RETHINKING POSSIBILITIES

TO ENTER GO TO:

http://www.internationalist-awards.com/digital_2011/enter.html



Simon Jimenez, Vice President of GlobeScan, focused on the potential of the corporate brand by

asking those marketers in the room a simple question: "What do you stand for?" GlobeScan's worldwide research has found that there is a growing demand among consumers to better understand what a business (not its products) stands for and believes in. This may be best described as a company's sense of purpose-- beyond the goods and services they sell. It is an increasingly powerful driver of trust, loyalty, and supportive behavior toward a company in an era of radical transparency.



A panel discussion followed with **Paul Woolmington**, New York Founder of NAKED, **Jessica Kornacki**, SVP Marketing & Sales at Wyndham Worldwide Resorts and **Liz Miller**, Vice President of Global Programs & Operations at the CMO Council on how innovation today is increasingly driven by the

integration of marketing with technology. With customer experience frequently dependent on the level of personalized interaction, content relevance and timely response, marketers have to be more adept at teaming with IT groups and to innovate and improve web sites, call centers, social media, mobile touch and point-of-sale or service transactions. Brands from Zip Car to Nike have proven they can differentiate themselves by allowing technology solutions to enhance the innovation process.



In a lively Question & Answer session, Naked's **Paul Woolmington** talked with **Morten Albæk**, Group SVP/ Group Marketing & Customer Insight of Vestas Wind Systems about 21st century solutions for



building a future-focused global brand. Vestas, the world's largest manufacturer of wind turbines, has an extraordinary vision: A world where Wind Energy can take its place alongside Oil & Gas. Morten Albæk described how he is leading the transformation of Vestas from a product-oriented company to become one of the most customer-centric business-to-business organizations in the world by 2015, while also developing and deploying a new Brand Strategy. This includes the newly-created WindMade service mark, the first global consumer label to demonstrate that a product has been made through renewable wind energy.



James Gregory, CEO & Founder of CoreBrand, presented a luncheon keynote address that demonstrated through the

2010 Brand Power Ranking Report the connection between corporate branding and a company's share price. A long advocate for demonstrating the relationship between brand effectiveness and business performance, Jim Gregory also pointed out how many corporate marketing budgets are currently underfunded—a factor which is dramatically affecting return on investment. He believes that the creation of consistent and reliable standards for marketing measurement is the single most important business issue of the decade, and advocated marketer involvement with the Marketer Accountability Standards Board (MASB) at www.themasb.org



Paul Price, CEO of Creative Realities provoked the audience to throw away their

old marketing plans and exchange them for a new 21st century model that is more meaningful and actionable. Among those significant digital factors that will shape how we build experiences to connect with consumers are: 1. The Internet of Things, now playing a role in augmented reality and will soon have a larger presence in

common apps; 2. Predictable Predictability, a factor in artificial intelligence and one that suggests how understanding data can better lead to understanding behavior; 3. Personal Recognition, combined with geolocation, can be an extraordinary driver in "massive micromarketing" and at the nexus of "somolo" or social, mobile and local; 4. A Supercharged Social Web with more IM platform, more tweets, and more companies to mimic Facebook and Groupon; 5. Healthcare 3.0, or the new reality of an aging, but more connected and responsible, population sector.



Matthias Hartmann, Vice President of Global Strategy & Industries at IBM Global Business Services,

demonstrated how IBM uses technology, analytics and business strategy consulting to help expand the role of the Chief Marketing Officer through bringing "science to the art of marketing." Called "Smarter Commerce," this approach enables a company's marketing department to be more transformational to business as a whole through value chain strategies and core business solutions. In addition, as part of IBM's C-Suite Study Series, the IBM CMO Study will explore emerging trends impacting 1000 CMOs around the world to reveal how they are responding to the evolving scope and needs of Marketing. To participate, email: cbaird@us.ibm.com



Wil Merritt, CEO of Zooppa, the world's largest source of user-generated advertising, discussed how

crowdsourcing has entered the marketing mainstream as a proven, cost-effectiveness tool used by both ad agencies and advertisers directly. It is also acts as a highbred strategy between traditional and social media, generating not only quality content, but consumer awareness, engagement and insights. Through numerous examples of brands around the world from Jones Soda to

Webtel.mobi to South African Tourism, Wil Merrit demonstrated how crowdsourcing can capture the essence of a brand in ways that resonate with a new generation of consumers.



In one of the afternoon's highlights, three Internationalists of the Year shared how they developed extraordinary marketing solutions to challenges in their respective sectors. **Jon Achenbaum**, SVP/Global Strategic Marketing of Bayer Healthcare- Diabetes



Division, addressed how new consumer concerns about managing their health can be translated into innovative marketing ideas, like his SimpleWins program, that have rarely been embraced by large pharmaceutical companies. **Marisa Ricciardi**, Chief Marketing Officer-NYSE Euronext, brought together new financial entities with NYSE and Euronext to make them appear as one seamless offering—internally and externally. While **Lee Ann Daly**, EVP/Chief Marketing Officer-Thomson Reuters, revolutionized one of the largest business-specific launches with strategies from consumer marketing to excite professionals in one of the most difficult economic climates. All three individuals underscored how business now operates in a new Age of Responsibility as top management



demands the effective use of funds, tangible growth, cutting-edge communications and purpose-driven initiatives .Many are calling 2011 The Year of Mobility, and a panel comprised of **Claudia Lagunas**, Digital & New Media Director of PepsiCo International; **Barbara Williams**, Mobile Marketing Global Practice Leader of Microsoft, **Bant Breen**, Worldwide CEO of Reprise Media and **Kerstin Trikalitis**, CEO of Out There Media



discussed the promise of mobile advertising. For many brands, this means providing the right message to the right person at the right time in an effort to spark sales at retail. Others believe that mobile's immediacy and personal nature can also translate into building overall brand image and reputation.



Shaun Abrahamson, Founder of Colaboratorie Mutopo, a Social Production consultancy, is also the producer of Starbuck's betacup challenge. In an effort to eliminate paper cup waste, Starbuck's opened up a closed research and development process to charge customers with design, communications and strategy.

While open innovation is not new, it had not been used as communications tool. The betacup strategy created more than conversation; it generated significant awareness, positive sentiment, engagement and strong public support for a concept now in store trials. In fact, this Starbuck's example illustrates how not all social conversation is created equally; however, it can engender remarkable results.



Emma Cookson, New York Chairman of BBH, believes that powerful brand communications combines the qualities of Relevance and Difference. However, she is noticing how advertising around the world has over-prioritized Relevance, while failing to deliver sufficient Difference. The result is "Windtunnel Marketing" or advertising with all distinctiveness blown away, leaving a blur of brand-interchangeable imagery, copy and claims. The phenomenon now appears to be repeating itself in the digital sphere — with Facebook pages, OLA executions, Twitter-streams, and apps sometimes varying little from brand to brand. Ms. Cookson urges true 21st Century brands to innovate and risk standing out from the crowd if they wish to thrive and grow in today's dizzying marketing world.

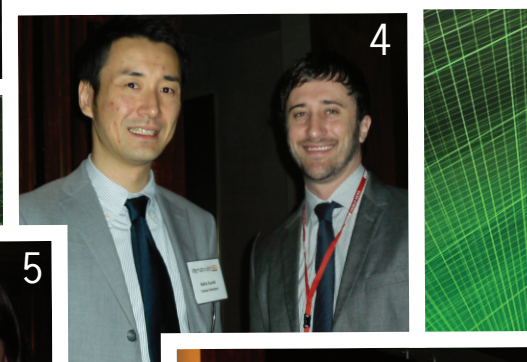
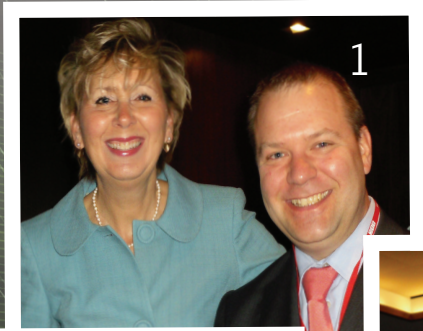
THE INTERNATIONALIST CELEBRATES 100 LEADERS | 100 IDEAS | 100 POWER BRANDS

On April 13 at New York's Trump SoHo Hotel, an elite group of marketing leaders gathered to share ideas that underscore how risk-taking and reinvention are among today's best tools for successful brand strategies in these times of dramatic change. Many in the room and at the podium had recently been named to The Internationalist's annual list of 100 Marketing Leaders from around the world. These accomplished executives are using their experience, insights and expanded responsibilities to develop new marketing solutions amid today's global complexity and redefined business objectives. All photo identifications from left:

- 1 *Katy Giffault, Hasbro and Andrew Korniczky, JCDecaux*
- 2 *Jim Gregory and Bruce Thorpe – both CoreBrand*
- 3 *Mark Miller, Bloomberg and Mike Paradiso, CA Technologies*
- 4 *Keita Suzuki, The Yomiuri Shimbun and Dustin Guzowsky, Huson International Media*
- 5 *Carolyn Gibson, BBC World News*
- 6 *Shaun Abrahamson, Colaboratorie Mutopo; Jeff Stevens and John Williams — both BBC World News*
- 7 *Simon Jimenez, Globescan and Santiago Muro, HSM*
- 8 *Paul Price, Creative Realities, Inc.*
- 9 *Ann Cannon, Publicitas; Virginie Hammerli, OMD and Kerry O'Donoghue, FAZ*
- 10 *Lee Ann Daly, Thomson Reuters and Morten Albaek, Vestas Wind Systems*



PEOPLE AND PLACES





KIMBERLEE MERTZ TELLS THE BARCLAYS CAPITAL STORY

Kimberlee Mertz, Global Head of Brand & Advertising of Barclays Capital, discussed "Building a Global Financial Brand" in the two-year period after the company's takeover of Lehman Brothers. Ms. Mertz addressed a luncheon meeting of the IAA's New York Chapter at the Princeton Club, sponsored by the Wall Street Journal.

Barclays Capital acquired Lehman Brothers' North American investment banking and capital markets businesses in 2008. This acquisition provided the company with a leading presence in all major markets and across all major lines of business including equities, credit, fixed income, mergers and acquisitions, commodities trading and foreign exchange. Today, Barclays has grown from a group of English partnerships to a global bank represented in Europe, the USA, Latin America, Africa, the Caribbean, Asia, the Middle East and Australasia.

All photo identifications from left:

- 1 *Wes Reese, Barclays Capital; Chris Barrett, BloombergBusinessweek; Rik Gates, CNBC*
- 2 *Dustin Guzowsky and Michael Andrews—both Huson International Media with Claudia Guzowsky, Wall Street Journal*
- 3 *Katy Lawrence, Megan Norwood and Carl LeDunff—all Wall Street Journal*
- 4 *Jeanine Cicencia and Ivan Hernandez—both MEC*
- 5 *Patrick Williams, Worth; Kimberlee Mertz, Barclays Capital; Tom Brookbanks, MEC and Tim Hart, The Financial Times*



MEDIA EXPERTS CONNECTS THE DOTS

The Canadian spring welcomed the 3rd Annual Media Experts Digital Day held at Toronto's TIFF Bell Lightbox, the new home of The Toronto International Film Festival (TIFF) whose mission is to transform the way people see the world. An appropriate venue given how the Media Experts Digital Day was devoted to "connecting the dots" on how current and emerging trends are now impacting the future of media creativity, engagement and interactivity. Shelly Palmer, host of NBC Universal's Live Digital was the day's keynote.

All photo identifications from left:

- 1 Shelly Palmer, Host of FOX Television's Shelly Palmer Digital Living
- 2 Tara Walpert Levy, President, Visible World
- 3 Matt Greitzer, Co-Founder, Accordant Media (right-who's speaking); Alex Kintner, Vice President, Invite Media (left)
- 4 Simon Houpt, Persuasion Columnist and Marketing Reporter for Globe and Mail

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7TH ANNUAL SUMMIT DISCUSSES GROWTH

The Annual Global Marketing Summit or GMS, presented by the IAA New York Chapter, highlighted "Preparing for a New Era of Growth." Held at the Time Warner Center and sponsored by CNN International, Bloomberg and CNBC, the day's program included such topics Rebuilding Customer Confidence, Repositioning Your Brand, BRIC and Beyond and A Look Ahead.

All photo identifications from left:

- 1 Takayuki Shimizu, Dentsu & IAA Japan; Sandy Kornberg, IAA Global; Ahmed Mekky, Global Advertising Strategies
- 2 Dick Soule, YouTube and Rik Gates, CNBC
- 3 Jeff Stevens, BBC World News
- 4 Tom Brookbanks, MEC and Tony Haskel, Fortune

WFA/CANA GLOBAL ADVERTISER CONFERENCE IN BEIJING

With the theme of "Fast Forward," the Brussels-based World Federation of Advertisers (WFA) and its local member association, China Association of National Advertisers (CANA) presented a week of opportunities for marketers to meet, share and learn between April 11 and 15.

As China's economy is transitioning from manufacturing-based to a consumer-led, marketing issues take center stage as building brands in the Middle Kingdom becomes more important. The event posed the following questions:

- What do these changes mean for the future?
 - What lessons can be drawn for marketers in China and around the world?
- The Beijing event represents the 3rd annual in a series presented by the WFA to connect their members with new markets. Turkey was host to their 2010 program, while Brazil was the 2009 focus.





ROYAL WEDDING CELEBRATION, COURTESY OF THE BBC & BRITISH CONSULATE

Perhaps the US is a nation of Anglophiles... and why not? England is at the center of America's origins. Royal Wedding fever swept the US, and full dress parties starting at 5am for London wedding coverage were the norm. The BBC and the British Consulate, along with great British brands from Wedgewood to Fortnum & Mason, showed New Yorkers the value of good champagne, salmon sandwiches, scones, clotted cream, festive ladies hats and kilts.

US guests contributed to all things British by flashing newly-purchased knock-offs of the famed sapphire engagement ring and wearing trendy clothing and bags with Union Jack emblems. Everyone claimed British roots—can you spot one of the Baldwin brothers?

Lots of tears and cheers at the ceremony, then guests staggered to work at 9am in full wedding regalia and humming God Save the Queen.

Contact our team: Conover Brown, Melissa Worrell, Natalya Meytin, Jeannie Ng, Shirley Wai
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RULE BRITANNIA!

Cool Britannia returned to Rule Britannia during the month of April as the media world covered William & Kate's Big Day and Brand Britain received a tremendous boost from a new generation of Royal watchers (and spenders).

Many UK ad campaigns adopted a Royal Wedding theme; however, T-Mobile's spoof of the popular wedding entrance dance-- complete with an amazing cast of Royal impersonators-- has become a viral phenomenon. Set to the "House of Love" soundtrack, it certainly underscores T-Mobile's "Life's for Sharing" tagline.

To see the T-Mobile Royal Wedding spoof:
<http://www.youtube.com/watch?v=KavoFEhtLug>

What would a Royal occasion be without Corgis, the Queen's beloved breed of dogs? Freeview HD capitalized on the pups with a series of Corgi ads.

To see Corgis: <http://www.youtube.com/watch?v=KInvdKF5-oY&NR=1>

Other products—from Kodak printers with refillable ink to 3M's Post-It Super Sticky Notes to Fairy Dishwashing Liquid—found a way to resonate with Royal Wedding Fever.

Interest in the Wedding crossed the pond to the US, and a dizzying array of products were offered by marketers-- from the heart-shaped Royal Wedding Dunkin Donuts to the Papa John's Royal Wedding Pizza to Pez candy dispensers featuring the heads of William and Kate. (A Pez spokesperson clarifies that unlike other PEZ dispensers, the William and Kate figurines will not dispense sweets through their mouths. "The whole head bends back.") And **Amazon.com** is offering various replicas of the famed sapphire engagement ring—ranging in price from \$14.00 to \$99.99.



According to *USA Today*, "Rumors that Americans don't care about the royal wedding are highly overrated." The newspaper reported that "Analysis of tweets, Facebook updates and blog posts by Webtrends, which gathers data on social media, shows that 65% of all social media related to the royal wedding has come from the U.S. in the past month. The U.K. has been responsible for just 20%."



Climbing Everest.

Ready for adventure? In search of something spectacular? Hub Culture members, as a rule, are always up for it, and many feel like they've seen everything. So when Hub got an email from member Rob Hart, talking about some kind of Summit project, nobody batted an eyelid. Here we have a banker in Singapore who has, in his spare time while raising 3 children, holding down a day job and globetrotting, summited 6 of the 7 tallest mountains on each continent, and was about to embark on no. 7: Mt. Everest. No biggie.

Rob is the first Hub Culture member to attempt climbing the world's tallest mountain, so his efforts represent an important moment in the history of Hubs. Hub Culture

can only remain for a few days before making a summit bid — the air here is so thin that one does not dilly-dally. If they are lucky, they will then make an aim for the Summit via the Kangshung face, and traverse a ridiculous 40 ft rock wall called the Hillary Step before scrambling, frozen and exhausted, to the top of the world. Should they be so lucky, they will then catch their breath, turn around and leave, as the Summit closes at 2pm daily. Once the descent begins, its pretty much a straight shoot back to base camp, similar to sliding into home base but with thousands of life threatening obstacles. The weather is fickle, and the climb dangerous — a fact they've already learned having passed the occasional frozen corpse on the path, and a heart attack in progress in another group. The reality of Everest is harsh, but what would one expect from a mountain that has claimed over 217 lives.

has never been to Mt. Everest, so important questions abound: "What fine dining is available at 29,000 ft?" we wondered. "Is there a boutique hotel yet?" It turns out, the answer is bottled oxygen and something called "Gorak Shep", a series of concrete huts at Base Camp, where climbers arrive to become acclimated to life without Evian.

Rob's ascent was not just for kicks, but for a cause. He and his wife Anna have been large supporters of **Room To Read**, a wonderful charity that builds schools and educational platforms for children across the developing world. The San Francisco based organization is growing fast, and is one of the best charities for developmental work in education. As the benefiting organization, Rob used his Everest climb to fundraise for **Room To Read**, with proceeds being used to build a school in Nepal, in the shadows of the great Himalayas. You can, and should, donate at <http://www.robharteverest.com>, or via Hub Culture, which is supporting the project: <http://hub.vg/Everest>.

It turns out there are two ways to climb Mt. Everest, and the only time of the year to do it is May, before the Indian monsoon drives winds further north, creating unstable weather conditions. Not that the conditions are ever stable, but whatever. Rob and his expedition are tackling the southeast ridge, which is "the Nepal side". After spending up to two weeks in Base Camp to get acclimatized, they set off with a team from Alpine Expeditions onward to four different camps, at varying levels on the mountain. Along the way they climb the Khumbu Glacier, a vast ice field filled with seracs, crevasses and shifting ice blocks. From there its onto the Lhotse Face (already the 4th highest mountain on Earth), where they use fixed ropes to basically climb a huge ice wall in the middle of nowhere and with no cell phone reception. Not glam.

From there, its onward to the Valley of Silence (no wind), the Geneva Spur and the "death zone" — which is a point so high that climbers

Sir Edmund Hillary (New Zealand) and Tenzing Norgay (Nepal) completed the first successful ascent of Mt. Everest on 26 May, 1953. Since then, about 2,700 have completed over 4,000 ascents on the mountain. Rob is the first one to do it for Room to Read and the first Hub Culture member to bring us tales of the Khumbu cough (everyone gets it from the altitude) and stories of ice, rocks, and a particular kind of human endurance not found in most of us.

In honor of scaling the 7 peaks, and officially becoming Hub Culture's most extreme member, we're establishing the **Everest Award** — a donation of 10,000 Ven to **Room To Read**, and what we hope will be an annual award that highlights excellence in the global Hub community — for those who really go the extra mile to do the extraordinary. Despite the lack of bottle service, world class DJs, fine cuisine, and beautiful people, we tip our hat to Rob as he experiences the world's ultimate VIP room, and crosses off a huge adventure from his bucket list. Best of all, the whole effort will result in a better education, books and a brighter future for children growing up in Nepal.

Now that Hub Culture has, theoretically, stepped foot on the top of the world, its only fitting that you deep sea divers out there start planning some dives to establish the undersea colonies, — let's just make sure you do it for a cause.

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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