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FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

VOLUME
2010 **6**



2010
awards for
innovative digital
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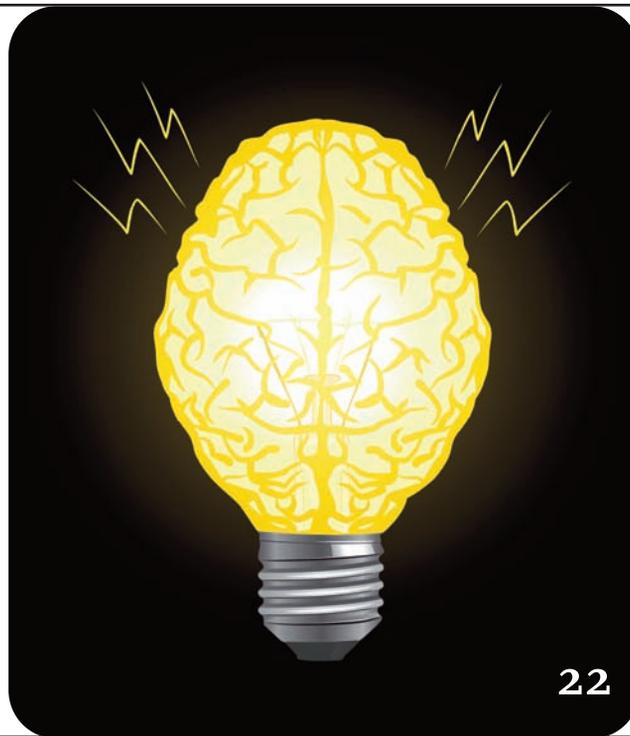
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(4,137 respondents)

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Digital Challenges. Digital Solutions.

According to Starcom CEO, Laura Desmond, “We are headed to a 50-50 world, where half of all spending goes to digital and interactive campaigns.” Microsoft’s Steve Ballmer has an even more dramatic prognostication: “Over time, all ad money will go through a digital platform.”

This kind of radical change is creating tumultuous upheaval for the entire media and marketing ecosystem — from publishers to marketers to agencies to technology vendors.

Today, online represents 15% of the total ad spending in the US, while in the UK it is even more significant — closer to 20% of the entire national advertising expenditure pie.

Yet, a study by the Alterian group claims that over 33% of global marketers say they feel “minimally prepared” to take advantage of new techniques in digital and social media.

Given the results from **The Internationalist’s Second Annual Awards for Innovative Digital Marketing Solutions**, we’re seeing greater sophistication in using a wide variety of online platforms. (Even our Jury Chair, Mike Jarvis of London-based b-to-b technology agency Banner, was impressed!) Perhaps digital marketing savvy is starting to leapfrog like the technology itself. Yet, it is clear that marketers are still trying very hard to embrace and master the paid/ owned/ earned media opportunities that this vast sector presents...

So at some point in the future, we’re also guessing that all of our marketing and media awards may be grounded in digital solutions — without reference to “traditional,” “old,” or “new” media.

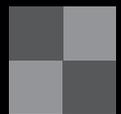
“over 33% of global marketers say they feel ‘minimally prepared’ to take advantage of new techniques in digital and social media”

However, right now, we think these examples from all over the world are not only inspiring, but their results-oriented solutions results are well worthy of commendation. No doubt they’ll even spark a few ideas that just could answer your own digital challenges.

Deb Malone
Publisher

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Départ / Departure

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

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(20 countries / 46.4 million individuals in Europe).
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Fidelity's CMO Jim Speros Tells How "The Green Line" Generates Strong Results



Jim Speros is well-known for a brilliant career of directing the marketing communications for some of the world's largest companies — AT&T, Ernst & Young, Marsh & McLennan. For the last 2 years, he has served as Executive Vice President and Chief Marketing Officer of Boston-based Fidelity Investments, the world's largest mutual fund company. Although he jokes that his arrival at Fidelity coincides with the economic downturn, he has managed nonetheless to use his marketing expertise to help the company expand into stock trading, retirement plans, and institutional money management. Despite the challenging times, his "Turn Here" or Green Line campaign has contributed to outstanding business results.

Turn Here!

Although Jim Speros has a talent for making complex strategy sound easy, he contributes Fidelity's success to marketing basics. "We built the campaign on the power of ideas and innovation. We just had to get three things right—

1. What you say
2. How you say it
3. Where you say it."

Fidelity manages over \$1.5 trillion for its investing clients and understands that every investor wants guidance through all economic storms. Without question, guidance is a key purchasing driver in this financial sector, even for self-directed investors. Good guidance also builds trust. The challenge was how to make a concept like guidance become tangible, approachable, personally flexible and memorable.

Jim Speros found that answer on the drive home one night when he recognized how his car's GPS could also serve as a navigational image or guidance system for the world of finance. The "Turn here" campaign was born with its unmistakable green line and navigational disk to help investors stay on track.

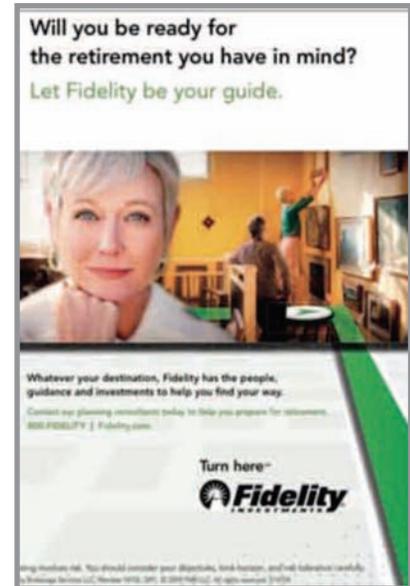
*a navigational guidance system
for the world of finance*



Perhaps most remarkable about the success of the campaign is how Jim Speros gives much of the credit to the media companies who helped him come up with clever applications of the message. Along with his agencies — Arnold Worldwide and Media Contacts/MPG — he invited 175 people from the media to leverage the green line and connect the “Turn Here” idea to the power of their media channels. “This provided incredible value with breakthrough uses of print, online, television and outdoor.”

In fact, Speros insists that “print is not dead” and interesting executions of the campaign are appearing in newspapers like The Wall Street Journal and New York Times with new “J-units.” The New Yorker enabled Fidelity to create a tutorial campaign that mimics that magazine’s classic cartoons. Golf translated the campaign “retirement from tee to green.”

In addition to homepage takeovers, new online units were also created — including something Jim calls a “knockdown” unit. Fidelity used media as varied as Yahoo Finance to the Washington Post. Consumer-generated parodies of the campaign popped up on YouTube — today’s statement that your campaign has arrived.





Outdoor was also a big hit with station dominations at key railroad stations. Perhaps most clever was 100 golf courses with GPS systems in the golf carts showing Fidelity’s “green line” guidance.

So what’s Jim Spero’s advice for today’s marketers?

- » Advertise in a downturn.
- » Powerful, relevant ideas matter more now than ever before.
- » Engage employees as extension of campaign. They are part of solution in the marketplace.
- » Involve media partners from the start. They can provide great ideas that harness the power of their media.
- » Leverage all channels of communication.
- » Embrace innovation and take risks. In other words, stand at the edge of the cliff, then jump and build wings on the way down.
- » View consumer insights and feedback as it continuous measurement.
- » Treat all of your agencies as partners and you’ll collaborate better.
- » Stay the course! Resist the temptation to change the campaign. Refresh it, but don’t give up on the initial concept.



- » Marketing is only part of a larger supply chain to the consumer. Each link should be strong.



stay the course

Blackberry's CMO, Keith Parady, Calculates Consumer Value as RIM grows in smartphone market

In a recent address to marketers at the ANA Annual Conference, Keith Parady also talked about the significance of smartphones, the spirit of BlackBerry, and understanding the power of community as the company is poised to launch the new BlackBerry® PlayBook as the world's first professional tablet. It has been little more than a decade since RIM's Mike Lazaridis launched the original BlackBerry® in his hometown of Windsor, Ontario through a company he founded while an electrical engineering student at the University of Waterloo. His journey from a child of Greek origins immigrating from Turkey to Canada and his subsequent success as inventor, innovator and philanthropist is one of today's extraordinary Horatio Alger stories.

When thinking about growth opportunities ahead, Keith Parady contemplates the following numbers: Today there are 6.7 billion people on the planet, and 5 billion have a cell phone. Currently 1.2 billion new cell phones are sold a year, and of those phones, 270 million are smartphones—growing at a rate of 55%. He believes that all devices throughout the world will soon be smartphones, because they are simply more useful to people's lives. Today everyone is connecting to everything, and with this comes several key trends:

- » A Network of networks is being created. Radio networks, cell networks, satellite networks are all now working together seamlessly, and smartphones have many of these systems within them.
- » There is a Digitization of everything. Parady asserts that all human knowledge and most of all human relations are now digitized.
- » We are seeing a convergence of hardware—our phones have evolved from camera phones to web browsing phones to GPS phones. We're moving from laptops to TVtops. We're now seeing products where once-separate functions are integrating in one device.
- » While software was once about providing information, it is now moving to needs anticipation. A device that has a calendar and GPS can automatically send a message that you're running late.

So within this context, where is the value and growth opportunity?

Parady defines his company's vision as: "A community of hundreds of millions of happily busy people who use the power of BlackBerry® to love what they do."

He believes that consumer value is defined as:

Rational Value Benefits x Emotional Value Benefits divided by Price.

He says, "When you add Community into that equation, it becomes an exponential factor. The more people in your community, the more value the community has. That will help us accelerate the value creation of the franchise faster."



Keith Parady, Chief Marketing Officer of Research In Motion (RIM) — the company behind the BlackBerry® product line, understands the dynamics of global marketing. Prior to joining Canada's Ontario-based RIM, he spent 17 years at The Coca-Cola Company in various marketing and business development positions in Canada, the U.S., Russia, Sweden, Spain and the U.K.; he also held an executive marketing role with Nokia.

The UK: Ever the Arbiter of Cool

Some of us remember the term “Cool Britannia” that still plays in the brain to the patriotic strains of “Rule, Britannia!” It colorfully referred to a new London style and was actually a media term used in the 1990s to describe the UK’s contemporary culture scene and the heady, early years of “New Labour” under Tony Blair.

It even engendered a Ben and Jerry’s ice cream flavor-- literally launched by a woman dressed as Britannia riding around the Royal Albert Hall. That Cool Britannia, made with strawberries and chocolate covered shortbread in vanilla ice cream, is now immortalized in the company’s Flavor Graveyard in Waterbury, Vermont. (Yes, it’s an actual burial site, complete with headstone tributes to flavors no longer with us like White Russian, Peanut Butter & Jelly and Ethan Almond. It is possible for the public to resurrect certain popular flavors of the past; maybe its time to give Economic Crunch another chance.)

However, the UK still knows cool. This autumn it announced the Top 20 CoolBrands for 2010 — a feat independently managed by The Centre for Brand Analysis on behalf of Superbrands (UK) Ltd. The ranking started in 2001.

An initial database of potential coolest brands was compiled from sector reports to blogs to visibility in fashion, media and entertainment. Over 1,100 brands were short-listed. An Expert Council scored that category, ranking each brand with a rating from 1-10. Then a nationally-representative group of 2,300 UK consumers (accessed via a YouGov panel) was also asked to vote on the top-tier brands. The opinions of the Expert Council (70%) and the British public (30%) were combined. The 500 highest-ranking brands were awarded ‘CoolBrand’ status.

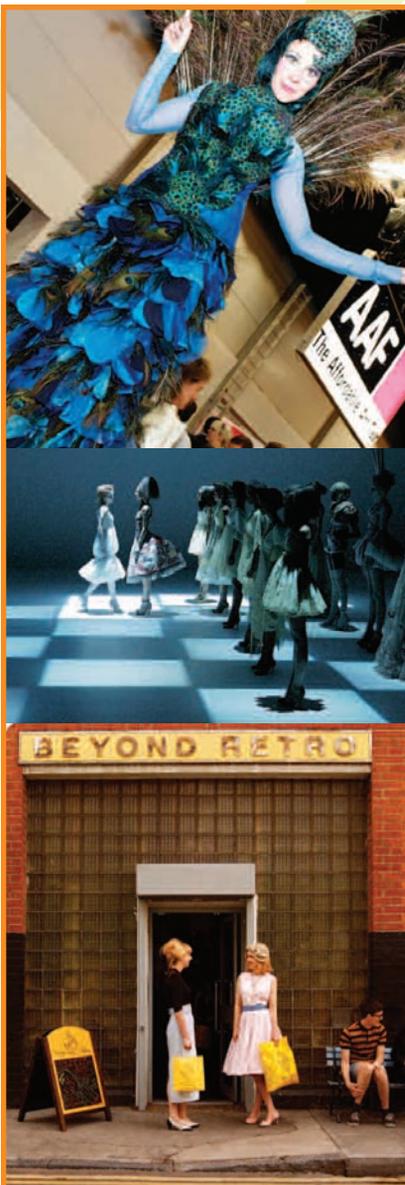
So what makes brands cool? Here are the criteria:

- Are they stylish?
- Are they innovative?
- Are they original?
- Are they authentic?
- Are they desirable?
- Are they unique?

The top 20 CoolBrands 2010

- | | |
|--------------------|-----------------------|
| 1. Aston Martin | 11. BBC iPlayer |
| 2. iPhone | 12. Vivienne Westwood |
| 3. iPod | 13. Apple |
| 4. BlackBerry | 14. Tate Modern |
| 5. Bang & Olufsen | 15. You Tube |
| 6. Harley-Davidson | 16. Mini |
| 7. Nintendo Wii | 17. Chanel |
| 8. Google | 18. Ray Ban |
| 9. Ferrari | 19. Alexander McQueen |
| 10. Dom Perignon | 20. Jimmy Choo |

See the complete list: <http://www.coolbrands.uk.com/>



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Dan O'Brien, CEO of Vivid Ascent, sees New Complexity in the Marketing Channel Mix

Dan O'Brien's career is divided equally in roles as a client and as an agency executive. Today, though, he believes that the greatest marketing challenge — and opportunity — for the future is mastering “channel strategy.” He defines this concept as the strategic deployment of a marketing budget into media channels that will most effectively attract the largest number of customers. It sounds pretty straightforward until Dan starts outlining the complexity.

“The world has changed and so has your customer's behavior. Anyone running a successful business knows the importance of their customer's use of the Internet in the buying process” says O'Brien. He adds, “Today's marketing options can seem innumerable, but the number of choices in the future will only increase. Marketers have to choose not only which channel to utilize, but how much to invest in each channel to achieve success.”

According to O'Brien, Marketing opportunities will not change radically in the next ten years, but we will see new “layers”, or segmented, highly targeted opportunities join the mix. As technology enables convenience, marketers will simply have more choices. And these choices will increase the degree of sophistication required to optimize current and future marketing plans.

Most people know Dan O'Brien from the nine years he spent at Accenture as Global Director of Advertising, particularly during the famous re-launch of the company from Anderson Consulting. He also served as Director of Advertising at Ameritech Cellular and SVP/Management Director at J. Walter Thompson. Today as CEO of Vivid Ascent (the name symbolizes a more clear, higher standard of marketing), he helps clients intelligently integrate online and offline marketing in the new media world. The company is an integrated marketing agency that integrates search behavior in the design and execution of all marketing programs.



In his role as CEO, Dan O'Brien leads Vivid Ascent with a passion to help clients intelligently integrate online and offline marketing in the new media world. O'Brien co-founded Chicago-based Vivid Ascent after having worked on both the agency and client side, most recently as Founder and President of Brand Clariti. Before starting Brand Clariti, he was the Senior Executive Director Global Advertising at Accenture. While there, he was one of the strategic leaders behind the launch of the Accenture brand, as well as the company's global advertising program.

Contact: dan@vividascend.com

*Today's marketing options
can seem innumerable*

Dan O'Brien is also well aware that multi-channel measurement is still in its infancy. "Even when we have data from all the individual channels, it's still difficult to tell how the combined formula impacts the bottom line."

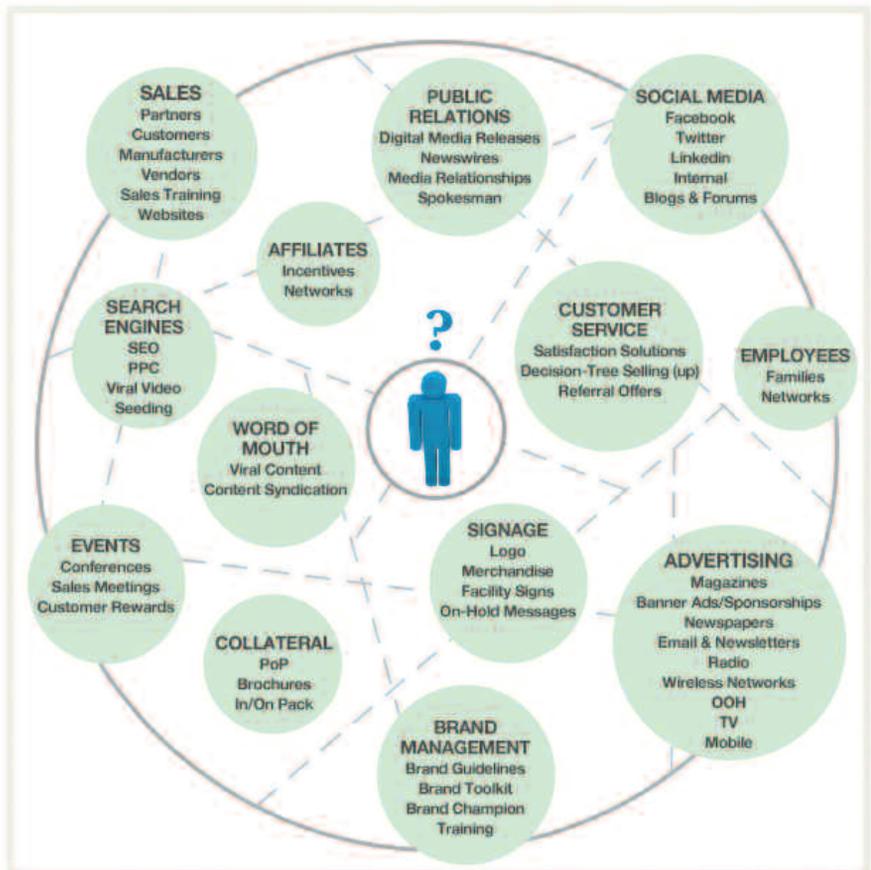
“multi-channel measurement is still in its infancy”

Currently there is no standard CPM to measure channel mix, although he cites several companies with proprietary solutions that are working to attribute cross-channel results. They include Alterian, Radian6, Nielsen Data Fusion and Mobilestorm. Although these software solutions are a great step toward ROI transparency, their sophistication will improve as time advances.

Nonetheless, Dan O'Brien does believe that multi-channel campaigns are more effective. "How can we know the efficiency of each individual channel and what the ratio of investment should be in each?" He'd advocate that the answer lies in measuring every channel.

"Start with individual measurement tools and add software that integrates channel metrics. Analyze the data and you'll find valuable insights that will grow your business. Guaranteed. It's possible today to dramatically increase your marketing ROI. Get granular and you'll make a mountain out of a molehill."

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City, State & Country Communications

There's no doubt that the perceptions of cities, states or countries as "brands," or the discipline of "place or nation branding" has evolved over the last decade to include many complex aspects of public diplomacy, exports, inward investment and tourism. That level of sophisticated thinking, we'll leave to the experts.

Yet, there's little doubt that any city or region can benefit from understanding more about brand identity, differentiation, good communications or simply ad campaigns that drive results.

Vienne, Vin & Design (Vienna, Wine & Design) by the Vienna Tourism Board

A 4-week program to encourage French tourists to sample Vienna's pleasures

Some would say that the task of encouraging French tourists to sample the wines and culture of an Austrian city was like "taking coals to Newcastle." However, the Vienna Tourism Board believed that its appeal as a capital of wine, pleasure and modern design would encourage even the most nation-proud Frenchman to visit —if they could only get him to learn more about the city's attributes online.

Working with Mercury Publicity in Germany and using the resources of Le Figaro's capabilities at lefigaro.fr, the Tourism Board developed a program to attract high-profile city adventurers, wine lovers, epicures, and design-oriented travelers to Vienna. In just a month, the campaign not only generated above-average click-through rates, increased traffic to www.wein.info, and sign-ups to a newsletter, but Vienna saw the start of an up-tick in French travelers.

The campaign included four key elements:

1. Vienna Tourism Sponsorship of the Le Figaro's "Heritage" newsletter or "L'actu du patrimoine" at lefigaro.fr/patrimoine
2. A Vienna MPU video on lefigaro.fr in sections *Actualité* (News) + *Culture/Loisirs/Vins* (Culture/Entertainment/Wines)
3. Integration of an editorial page microsite linked from the Vienna MPU video to www.wein.info
4. A Vienna-sponsored email newsletter to subscribers of lefigaro.fr and evene.fr (a culture website)



An ongoing series about marketing campaigns that deliver results

The Internationalist is interested in how places from Miami to Mauritius develop their communications strategies and market themselves in digital age with a newly re-set economy and changing consumer values. We'll look at specific programs designed to change the perception of places, attract a wide variety of increasingly specialized tourists or encourage business growth.

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Vienne, Vin & Design



À l'automne, Vienne est placée sous le signe du vin et du design: deux thèmes qui ont une longue tradition à Vienne et qui s'expriment aujourd'hui sur une scène moderne et dynamique.



Le vin conquiert la ville

Même après plus de 2 000 ans d'existence, la culture viticole viennoise est plus que jamais tendance. Le - Heuriger - traditionnel attire de plus en plus de jeunes appréciant l'atmosphère détendue, le bon vin et les bonnes petites choses à manger, bien que la qualité du vin joue un rôle de plus en plus important. Le vin viennois se trouve à un niveau de qualité encore jamais atteint. Des jeunes viticulteurs engagés démontrent que le Riesling, le bordeaux blanc ou le mélange des cépages comptent parmi les meilleurs vins du pays. Ainsi le vin viennois conquiert de plus en plus de la ville. La présentation des - Jeunes Viennois - tendance à la fin du mois d'octobre montre la présence du vin viennois dans la ville.

Quand le vin rencontre le design

Ces dernières années le design moderne s'est intimement lié à la culture du vin, et pas seulement parce que les artistes et les créatifs apprécient un bon verre de vin pour aider l'inspiration. Cette alliance est visible à travers de nombreux détails depuis la culture verrière aux architectures innovantes des caves à vin en passant par la création de bouteilles et d'étiquettes, l'alliance de l'indispensable et de l'utile aux belles formes et au commuable.

ers, des galeries, des
à l'architecture

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Vienne, Vin & Design



À l'automne, Vienne est placée sous le signe du vin et du design : deux thèmes qui ont une longue tradition à Vienne et qui s'expriment aujourd'hui sur une scène moderne et dynamique.




Découvrez ici toutes les informations concernant la manifestation Vienne Vin & Top Design et participez au jeu concours: à la clef, un weekend à Vienne à gagner.

Conseil averti :

Le point culminant de l'année du design à Vienne : La Vienna Design Week rend visible et accessible du 1er au 11 octobre la diversité de la création dans les domaines du design des produits, des meubles et de l'industrie.
www.viennadesignweek.at

Le salon Blickfang Messe du 16 au 23 octobre 2009 vous permettra de voir et d'acheter des articles de mode, des bijoux et de l'artisanat viennois.
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remarquable... voilà une promenade à travers Vienne. Les esprits créatifs se sentent depuis toujours chez eux dans la ville au cœur de l'Europe. Le mélange de nombreux peuples et culture, l'ambiance détendue et l'ouverture d'esprit sont un terrain fertile pour l'art et la création. Des chaussures à la porcelaine, des meubles au graphisme, des bijoux à l'architecture, Vienne a beaucoup à montrer dans le domaine du design.

Venez à Vienne, du 1er octobre au 30 novembre passez au centre d'information touristique de Vienne, 1er arr., Albertinaplatz, ouvert tous les jours de 9 h à 19 h 00, et participez au tirage au sort **Vienne, vin & Design** pour gagner 3 x 333 bouteilles de vin viennois, 99 objets de design viennois et 9 999 autres lots à gagner sur place.

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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

Innovation Does Work!

Several Internationalist Agency Innovators Take on Terrific New Roles

It's always a joy to see friends in the industry grow and succeed.... And over the last month we're been tracking some extraordinary new roles for agency leaders around the globe who've been part of our elite Innovators group.

LAUREN RICHARDS TO CEO OF MEDIA EXPERTS

Named an Agency Innovator in 2009 for her award-winning work while CEO of Starcom MediaVest Group Canada, **Lauren Richards** made an unexpected move to become the CEO of Media Experts, an acclaimed Canadian independent media specialist known for its

Tradigital™ Thinking or integrated approach to traditional and digital advertising that brings measurable results. Lauren is so well-known and admired in Canada that the announcement of her departure from Starcom was the most-read story of the year in *Media in Canada*, the online trade product. During the two weeks before she announced her Media Experts position, rampant conjecture about her next role might be best characterized as an industry sport.

Interestingly, Lauren takes over the CEO role from **Mark Sherman**, who *The Internationalist* named as an Agency Innovator this year for his ground breaking work with truly 21st Century media evaluation tools and a honest "customer first" philosophy. Mark will become Executive Chairman. He founded Canada's Media Experts in 1981 with a staff of three. Today with 130 media pro's, Media Experts ranks as Canada's largest independent media services firms and counts among its clients many of Canada's most internationally successful companies.

Mark says of Lauren: "She is a stellar talent and the perfect addition to our team. She brings to us an incredible depth of

experience and an unparalleled track record of innovation. Lauren shares our uncompromising commitment to media excellence, our competitive attitude for best media value and a sharp focus on customer service."

Lauren, who starts in the Toronto office on December 6th, adds, "I really am an entrepreneur at heart. And we are very excited about the possibilities for 2011".

MARK HEAP TO CEO OF PHD CHINA

Mark Heap, also named an Agency Innovator by *The Internationalist* in 2009 has been promoted to CEO for China from his role of Managing Director.

Mark took over China operations in early 2008 when it was comprised of a team of just ten and the PHD agency brand was largely unknown in the market. Under his leadership, PHD China now boasts 248 employees in its two offices in Beijing and Shanghai. One of his biggest achievements was helping to win the Unilever Greater China business in what may have been the largest media pitch to date in China.

Both **Elaine Ip**, CEO of Omnicom Media Group China and **Cheuk Chiang**, CEO of PHD Asia-Pacific have made statements expressing their pride in Mark's latest achievement. Elaine and Cheuk have made some achievements of their own this year, as they too joined the roster of Agency Innovators named by *The Internationalist*.





SANEEL RADIA PROMOTED TO DIRECTOR OF INNOVATION AT BBH NEW YORK

That group of Agency Innovators from 2009 continues to make changes and garner attention. **Saneel Radia** won the accolade last year for his work as Managing Director & Alchemist at Denou in

Chicago. (He conceived and headed Denou's Alchemy practice which creates communications for an evolving marketplace. It's often described as an integrated creative department.)

Saneel moved to New York earlier this year to serve as BBH's Director of Media Innovation. He was just promoted to Director of Innovation, while also heading up BBH Labs. He calls himself a "brand communications hybrid." Few have experience as both a Media Director and a Creative Director, but we spotted Saneel's right brand and left brain requirements for true innovative leadership right away!



OMNICOM MEDIA GROUP ANNOUNCES ANNALECT GROUP, BRAINCHILD OF SCOTT HAGEDORN

Andrew McLean, may be filling **Scott Hagedorn's** shoes on December 1, but Scott will have his hands full as the CEO of the new Annalect Group, a concept that may represent the

future of media services.

The goal of *Annalect Group* is to deliver great consumer insight while increasing the effect of a client's media investment. The project brings together over 300 digital and analytic experts from Omnicom Media Group (OMG) specialty divisions to create this new, data-focused marketing platform. Components include Media Analytics, Business Intelligence, Tools and Dashboard Systems, Econometric Modeling (*Brand Science*) and Search (*Resolution Media*).

Describing his vision, Scott Hagedorn said, "Social spaces, earned media, digital channels, new marketplaces — the concept of media has gone through a revolution, creating an imperative for re-inventing the fundamentals. *Annalect* has been designed to optimize the opportunity through the lens of digital and consumer behavior."

Hagedorn's leadership team includes **Damian Blackden** as President/International — (a 2007 Internationalist Agency Innovator for his work, then, at Universal McCann), **Tony LoFrumento** as CMO and **Steve Katelman** as Director of Global Partnerships.



ANDREW MCLEAN MOVES TO OMNICOM AS US CEO OF PHD

Andrew McLean, originally from England, has certainly made his mark on the American media scene over the last decade. Most have heard by now that he is leaving is Chief Client Officer role at Group M for the US CEO post at PHD. He, too, was named an Agency Innovator this year, and we have no doubt that Andrew will raise the profile of PHD in the United States, along with its Better Way brand promise.

Although Andrew started his media career in the UK, he did leave the agency business for a 5-year stint at Disney Europe during the heyday of projects like *The Lion King*. When he returned to the agency world, it was at the request of Young and

Rubicam who encouraged him to join their new media operation, The Media Edge in New York. He became a key player in the merger with CIA that led to the creation of Mediaedge:cia, now MEC. As senior client leader, managing US and Global client teams, he led the agency to a period of strong growth.

However, what might be most memorable about Andrew's performance is his video appearance at an IAA Gala. He welcomed guests to a UK-themed black-tie event as Queen Elizabeth II of England in a performance that many felt rivaled Helen Mirren's Oscar winning role.



SESAME WORKSHOP PROMOTES ANITA STEWART

Sesame Workshop, the nonprofit educational organization that revolutionized children's television programming with the landmark *Sesame Street* has promoted **Anita Stewart** to

Senior Vice President of Corporate Partnerships. The Workshop produces local Sesame Street programs in over 140 countries, along with such shows as *The Electric Company* and *Pinky Dinky Doo* which to help to encourage literacy.

Anita Stewart joined Sesame Workshop in 2003 and has been responsible for developing strategic corporate alliances and sponsorship programs in the U.S. and co-productions throughout the world, including such key markets as Brazil, China, South Africa, Mexico, Nigeria and India. She also

oversees corporate funding for domestic and international community outreach partnerships, as well as focusing on creating programs that strategically align a company's overall goals and CSR objectives with Sesame Workshop's mission anywhere in the world.

In her new position, Anita turns her attention to multimedia with multinational corporate partnerships that harness the power of all media, including mobile and digital platforms, to deliver critical educational messaging to children and families around the globe, particularly the under-served.

publishing in languages other than English. In his new role, he will be responsible for all editions of National Geographic, National Geographic Traveler, National Geographic Kids and National Geographic Little Kids magazines, as well as National Geographic Book Publishing, in all languages, including English.

Claudia Malley has also been promoted to executive vice president and worldwide publisher for National Geographic Global Media. She has overseen National Geographic's domestic publishing sales and marketing, will now have responsibility for all of National Geographic's worldwide magazine and digital media properties.

Other promotions include: **Yulia Boyle** to VP, international magazine publishing and business development and **Rachel Love** to VP, international book publishing.



TAYLOR GRAY TO THE HUFFINGTON POST

Taylor Gray, well-known in the industry for two key roles over the last decade—Global Head of brand at Thomson Reuters and Associate Publisher/Global Marketing Director at *TIME*—has made a move to online media giant, *The Huffington Post* in the role of Senior Vice President of Marketing.

He'll be responsible for developing and executing marketing programs to enhance awareness and impact of the HuffPost brand. Taylor will work with President and Chief Revenue Officer, **Greg Coleman**. Both executives had worked together earlier in their careers at *The Reader's Digest*.

The Huffington Post, started by Arianna Huffington in 2005, has become a huge American media phenomenon in a short time by leveraging the value of community social networking in the creation of a news website and content aggregation blog. Considered to be political liberal or "progressive," the site covers politics, media, business, entertainment, the green movement and world news.



AXEL SPRINGER MEDIA IN US ADDS FRANCE 24 TO PORTFOLIO

Michael Monheim, Vice President of Axel Springer Group in New York, has announced that the company will also be representing France 24 in the United States. Monheim's portfolio

now includes German-based Axel Springer's 178 print titles, over 50 websites, and TV and radio broadcast holdings in 33 countries, plus other European digital and television platforms.

The four-year old France 24 is an international news and current affairs TV channel that offers a French perspective on world events. The service is aimed largely at an overseas market with multilingual broadcast in French, English, and Arabic. Headquartered in Paris, it is run as a partnership between *Groupe TFi* and *France Télévisions* and funded by the French government. The CEO of France 24 is the celebrated adman, **Alain de Pouzilhac**, well-know for the merger that formed Euro RSCG Worldwide and later the creation of holding company Havas Advertising.

"We're excited to represent France 24 in the United States," says Michael Monheim. "And have no doubt that there will be strong ad support for such a product among the international marketing community here."

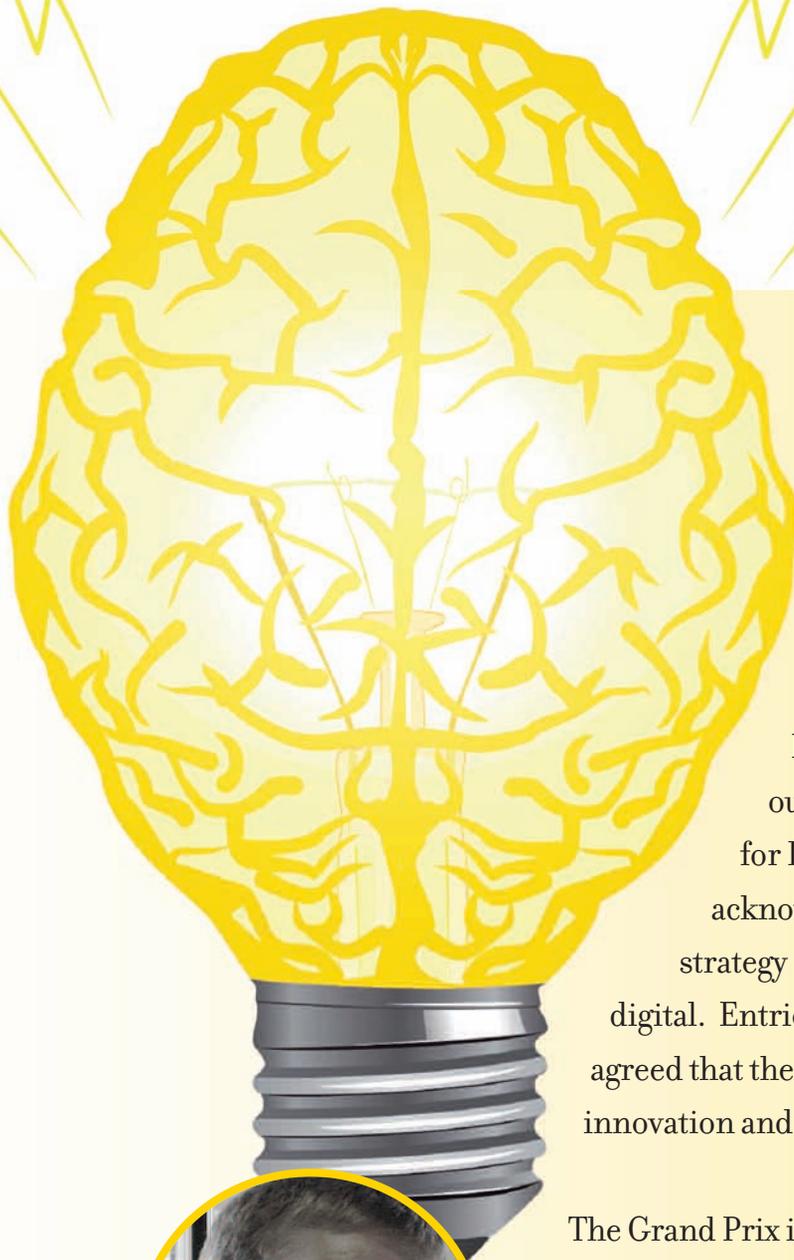


DECLAN MOORE NAMED PRESIDENT, NATIONAL GEOGRAPHIC PUBLISHING

Declan Moore, a 15-year veteran of The National Geographic Society (NGS) has been named both Executive Vice President of the Society and President of Publishing. He succeeds John Q. Griffin who is retiring later this

year. His new role will start December 15th.

Declan, who grew up in Ireland, was based for five years in London as International Publisher for National Geographic Magazines. He returned to Washington in January 2009 and added to his responsibilities all aspects of National Geographic



The Internationalist magazine's second annual **Awards for Innovative Digital Marketing Solutions** are a response to marketers asking for international best practice examples of digital solutions that enhance brands and bring results. These Awards are an outgrowth of The Internationalist's Awards for Innovation in Media and an acknowledgment of how today's marketing strategy is affected by the growth of all things digital. Entries came from 22 countries, and the judges agreed that the work expanded current notions of digital innovation and effectiveness.

The Grand Prix is awarded to Starcom Amsterdam for their extraordinary work in launching the Samsung 3D television.



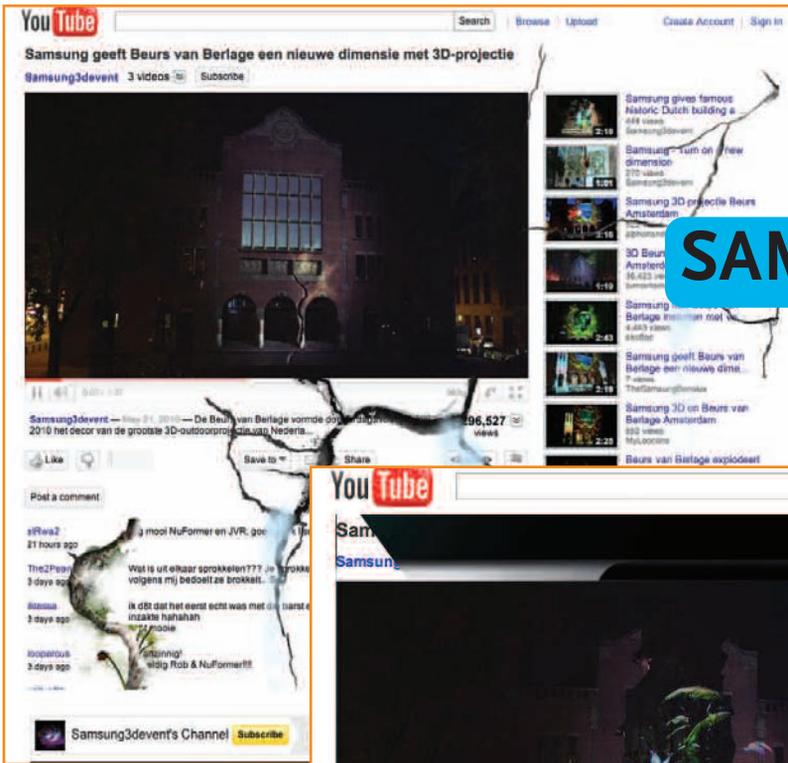
Mike Jarvis, Jury Chair and Media Director at Banner Corporation, London

"I was blown away by the very high standards of the entries, digital marketing has certainly come of age and the skills that now abound are in no way restricted to the traditional centres of global advertising excellence. Innovation rules and the creativity demonstrated by so many entrants really impressed me, not only in terms of their front end sophistication but in their back end tracking and accountability."

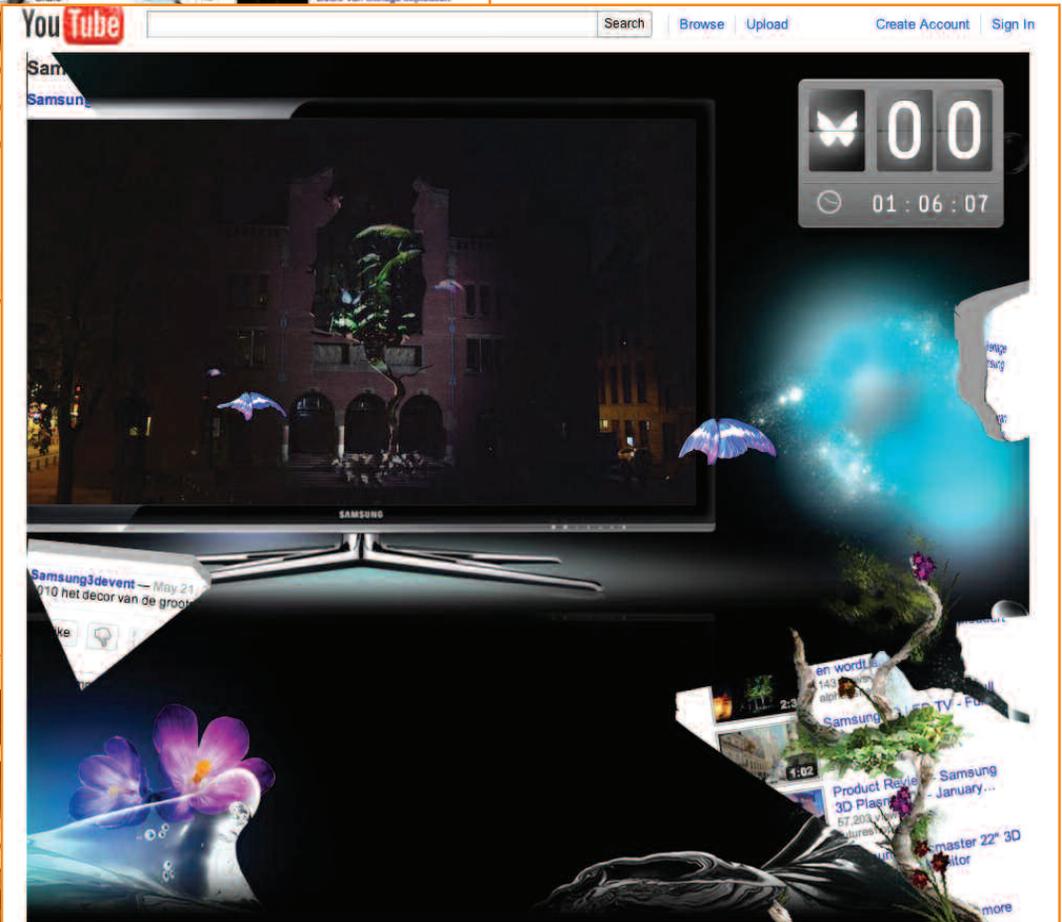
DIGITAL INNOVATION Solutions

Client, Submitting Company, Country and Category	Award	Page
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Lano Kid:: OMD Norway (Local)	Gold	27
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& case STUDIES



SAMSUNG LED 3D



Client: Samsung LED 3D
Submitted by: Starcom Amsterdam
Campaign Title: Amsterdam projection mapping

The Challenge:

To build a strong market position within the 3D TV segment for Samsung and consequently show market share and product sales increases within the CTV category.

In order to deliver a truly unique and impressive activation within this category, it was important to transform the web experience of the end users, retailers and media professionals. Samsung needed to go beyond traditional product information to create a deeper emotional relationship.

Digital Strategy:

There's nothing quite like the 3D experience. Samsung's 3D LED TV line would be the first-of-its-kind and it needed to make an immediate impact – positioning Samsung as the owner of the 3D home experience.

Starcom Netherlands created the first large-scale commercial 3D-projection mapping at the historic Beurs van Berlage in the Netherlands by using 3D technology in an unconventional and striking environment, while integrating it with location based / social media to build a live audience.

(<http://www.youtube.com/Samsung3devent>)

The goal was to deliver an innovative user experience that allowed both a mass audience and early adopters to participate in a unique event, while generating valuable content across channels and conveying the features of the Samsung 3D LED TV.

For three nights, the projection interacted with the architecture of the building, and viewers were treated to an incredible 3D audiovisual experience. The projection interacts with the historic architecture of the Beurs van Berlage, taking viewers into an alternate reality in which the building exposes some of its mysteries inside.

On the adjacent square, visitors were able to try out the new Samsung 3D LED TVs and were offered a chance to win one of their own every night. Foursquare, YouTube and Dutch Startup Feest.je (Dutch FourSquare) are part of the integrated campaign.

Results:

The campaign started with an outdoor event. The projection was filmed by many viewers and countless videos have been seen all over the world, forwarded from person to person via YouTube, and placed on numerous blogs.

The 3D-megaprojection was translated to the first-ever worldwide YouTube game-take-over, where the video content is brought to life by allowing user interaction.

Research by MeMo2 verified that 18% of the Dutch population had seen or read about the Samsung 3D projection mapping. This represents roughly 2 million Dutch people, although just 1,000 spectators were live at the event!

Samsung increased its LCD and LED TV market share significantly in the Netherlands, while retail tracking loyalty reports showed new brand preference for Samsung.

C O U N T R I E S O F E N T R I E S : T H E N E T H E R L A N D S

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

CORN POPS

Client: Kellogg Canada, Inc.

Submitted by: Starcom Canada

Campaign Title: The It's Popnetic Digital Experience

The Challenge:

After 6 years of inactivity, the goal was to re-introduce the Corn Pops cereal brand to the Canadian market by shifting the focus to Tweens with a new communications idea.

Tweens are a notoriously difficult target to reach in Canada as media vehicles are segmented quite distinctly between Kids and Teens. To compound the challenge, Kellogg's Canada has strict guidelines against advertising in schools.

Digital Strategy:

Tweens seek social levers to help them fit-in with their peers and be the envy of the group when discovering something first. For Tweens, the top social media is online instant messaging (IM) via text or webcam, providing over 80% of the target with countless hours of gossip and fun.

As a result, Starcom Canada took Tweens on a digital journal, landing on the brand site. In a series of media firsts, the webcam was leveraged as a means to spark Tween conversation more directly and in real time. Advanced motion-control technology was used to create a new IM experience by partnering with MSN Messenger for a global first.

Tweens were prompted to play a real time game with one another within an actual IM chat. With their webcams activated, they could see each other—but also see a kitchen table with empty bowls projected between them. When the game starts, Tweens must use their mouse to fling Corn Pops cereal pieces at their counterpart. The goal is move



your head to bounce the Corn Pops into your bowl. The program detects actual motion of users in real time and projects the deflection of Corn Pops off the body. This then lead to other forms of Popnetic Corn Pops engagement.

The campaign leveraged the newest in digital media to create a new experience for Tweens that doubled as entertainment and social currency—(It was “cool”). Also every element of the digital experience was intrinsically tied to brand attributes and to the act of eating cereal.

Results:

The brand-building goal was to launch a brand site (www.itpopnetic.ca) that would become a consistent and engaging entertainment destination for Tweens that would be refreshed and leveraged over the years. Not only has the Corn Pops site attracted more Canadian Tweens than other sites targeted to the group, but the entire digital experience has resulted in both an increase in volume and net sales for the brand.

THE LANO KID

Client: Lilleborg A/S
Submitted by: OMD Norway
Campaign Title: The Lano Kid of the Year

The Challenge:

Lano is one of Norway's longest-established (1936) and well-known brands operating within the personal wash category. Lano may be considered 'the people's soap' of Norway.

For 60 years the company has run an annual 'Lano Kid' photo contest where members of the public submit and vote for kid of the year. The winning prize in 2010 is a 30,000NOK travel grant and the child's picture on Lano refill bottles.

Lano's challenge today is declining market share in the personal wash category and a drop to the #2 spot. To regain market leadership, Lano is re-launching the product to improve brand aesthetics (more contemporary packaging and design), while adjusting the formula (even more mild/skin-friendly/gentle).

Digital Strategy:

Lano recognized how highly their customers value social media and how they have incorporated it into their daily lives to satisfy emotional needs.

Yet, social media works best when corporations take a backseat. A natural discovery of the rebrand made sense by provoking conversations around the competition and making Lano top of mind. By generating interest in the competition, we would inevitably raise awareness of the relaunch. (Participation could be deterred should the product become the main focus rather than the emotional experience.) By acting as facilitators, Lano was able to satisfy their consumer's digital need – to share their love for their children.

For this reason we took the decision not to feature the product in our online advertising, nor on the front page of the Lano.no campaign microsite. To drive traffic to the site, we adopted an awareness strategy, embracing large banner formats and high impact placements.



The microsite was bold-- quite different from any that Lano had developed previously. The new look of the site was intended to convey the softness and contemporary design of the revamped range, with product information on a separate page. The competition was recognized as the emotional pull for these visitors, and put at the heart of the site.

Results:

Google Insights also verifies that there have been more than 3.7 million visits to lano.no with 1.3 million unique visitors. Put in perspective, this is approximately 27% of the total Norwegian population.

Facebook was responsible for 70% of total visits - equating to almost 2.6 million visitors. As anticipated, these visits were driven by users sharing voting links. Also, 183 independent fan groups were set up by voters.

By far the vote leader for most of the competition has been Mikael from Nordland, a child with a disability. This aspect of the campaign was picked up nationally, generating a great deal of debate and PR around the campaign, with a 6-page feature in Dagbladet's weekend magazine, and mentions on some of Norway's biggest sites including NRK.no.

Most importantly, these results have translated into better performance on the bottom line – sales are up. Lano has successfully increased its market share when looking the first 4 weeks of the campaign versus the previous period, according to ACNielsen Norway. The key goal of this campaign was to take steps to regain the market leader position, and the Lano Kid competition 2010 has been a resounding success for Lano and one that provides a platform from which they will look to grow over the coming years.

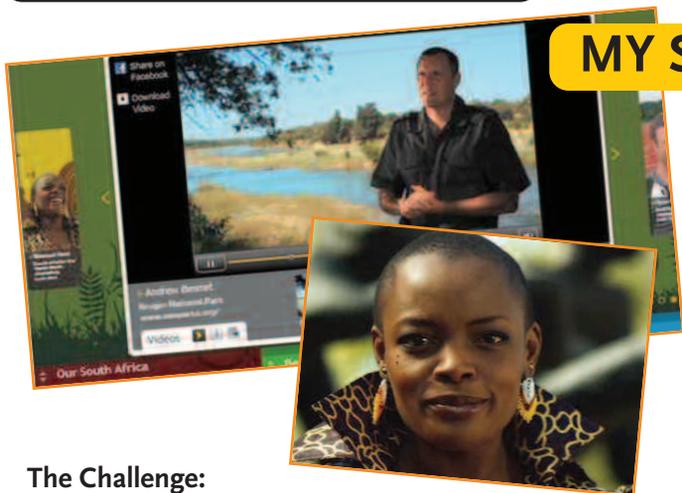
GOLD

C O U N T R I E S O F E N T R I E S : C A N A D A , N O R W A Y

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

MY SOUTH AFRICA

Client: South African Tourism
Submitted by: CNN International
Campaign Title: My South Africa



The Challenge:

South Africa Tourism was looking for a digital solution that was innovative enough to stand out in a crowded and increasingly competitive marketplace. The campaign needed to promote South Africa, in a believable, achievable persuasive package that would inspire people to travel to the country.

Central to the campaign was the idea that South Africa remains a land of immense diversity where people make choices based on their individual nature and needs. We needed an engaging communications campaign that would offer our audience a vehicle for their own storytelling and fuel their desire to experience South Africa. In 2009/2010 the challenge was to extend the campaign beyond the limitations of an interactive website onto other media platforms.

The end goal was to increase tourists' attraction to football and the country and plan a trip to visit during or after the World Cup. The long term goal was for South Africa to create awareness for the 2010 World Cup tournament and in doing so, achieve preferred destination brand status by 2014.

Digital Strategy:

In 2010, the My South Africa campaign entered its third year and was extended onto a further media platform when the My South Africa essentials iPhone Application was launched.

The insight for the campaign remained consistent as we still needed to expose South Africa to potential visitors on a worldwide scale, by building awareness and stimulating action. The campaign had to have a global reach to extend the footprint of South Africa outside of its borders while being catchy enough to travel by word-of-mouth association.

The iPhone Application was an extension of the MySouthAfrica.tv interactive community – and it was also built to offer travel advice, tips and maps. The My South Africa campaign needed to grow from a social media platform, into an indispensable travel resource that someone visiting South Africa could not do without. The campaign elements needed to be flexible enough to leverage with other South African Tourism initiatives as well as have enough staying power to evolve over time.

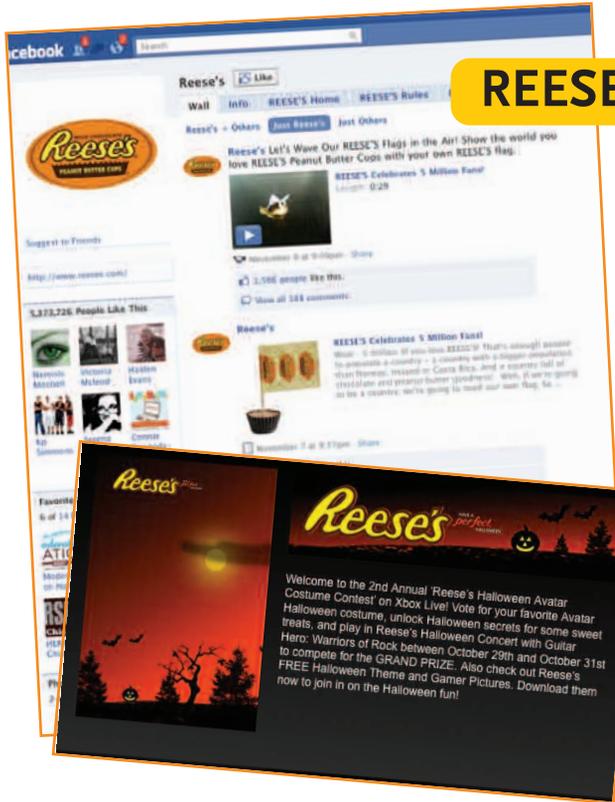
Results:

The 'My South Africa essentials' iPhone application has been downloaded so frequently that it is featured on Apple's 'New and Noteworthy' and 'Top Free Travel Apps' Top Ten Charts.

Plus, the My South Africa site statistics speak to the campaign's incredible success. One new site registration for every 12 visits and an average of one new upload for every 8 visitors. The average user spent an average of 24 minutes on the site and viewed more than 19 pages.

The site has had visits from 175 countries. The campaign has engaged people from all over the world to contribute to the global conversation on South Africa.

REESE'S HALLOWEEN



Client: REESE'S
Submitted by: OMD USA
Campaign Title: REESE'S Perfect Xbox Live Halloween Event

The Challenge:
 Reese's, the milk chocolate and peanut butter candy, was faced with the challenge of engaging young adults and adapting to their evolving media habits. With social media and online communication becoming extremely popular in this age bracket, it became imperative for Reese's to adapt a business strategy that involves engaging their customers through interactive channels.

Gaming offered a measurable solution to test and reach the young Reese's target outside of TV since most of this market already owns or regularly plays video games. Furthermore, its unique attributes allowed Reese's to create the most exciting, innovative, and "ownable" experience within a growing media platform.

Digital Strategy:
 Reese's hosted the world's first Halloween Costume Contest designed for gamers and the first to use Microsoft's Avatars in a big way. The program ran during the month of October leading up to Reese's key Halloween season.

Throughout October, Reese's exclusively unveiled new Avatar Halloween Costumes from their Reese's Perfect Halloween Branded Destination on Xbox Live. Avatars are gamers' 3D personas on Xbox Live, one of the most broad-appealing features of the console. Users had the chance to vote for their favorite costume and win prizes throughout the month, while each week the top costume was carried over to the next competition. The Battle Royale ended on Halloween weekend when the winner was revealed. Just by voting, gamers were entered to win 800 MS Points to purchase any Xbox Live content from games to movies and more avatar costumes.

After the voting period, the campaign had one last party for the Xbox community. Gamers were encouraged to grab their guitars, dress up their Avatars, and compete in the world's

largest online Halloween concert with Guitar Hero 5! By participating in the concert on Xbox Live during Halloween Weekend, gamers had a chance to win a highly rewarding prize package: a full home entertainment system including a cutting edge, all-new 3D TV along with James Cameron's Avatar: The Videogame in 3D!

Results:
 Reese's created a unique program that became the most successful branded event in Xbox Live history. Utilizing the new Xbox Live Flash capabilities, Reese's program was the first ever Branded Destination to create a fully interactive, immersive brand experience rightfully named the Reese's "Perfect Halloween" experience.

As a result, the Reese's Xbox Live campaign built significant buzz and momentum as well as moving the needle on key brand metrics such as favorability and purchase intent. Among these significant statistics: 40% who viewed the ad went to a local shop to purchase and eat Reese's candy and 56% had a higher opinion of Reese's after seeing the ads.

ENTRIES: SOUTH AFRICA, UNITED STATES

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

FRITO LAY



Client: FRITO LAY

Submitted by: OMD USA

Campaign Title: Frito Lay, Only in a Woman's World

The Challenge: While women snack more than men, they were increasingly avoiding the chip aisle and not snacking as much with Frito Lay brands. So we

needed to give women a reason to come back to our snacks. Women had been duped for years with overpromises of “made for you” and with broken promises of “low calorie snacks you’ll crave.”

There are also three key insights about the female psyche:

1. Women often feel guilty. (Especially about snacks.)
2. Women have their own language.
3. Relationships are critical; women trust and rely on their “sisterhood” more than anyone else.

Digital Strategy: The intersection of these three insights created a huge opportunity. Instead of attempting to solve our target’s conflict, which realistically no snack brand could, we would show her we truly understand her by joining the conversation of the “sisterhood.” We married consumer insights with her social and media behavior to create an online video comedy series that read like a conversation with a friend. This was delivered via an innovative, multi-media campaign.

The series, “Only in a Woman’s World”, was composed of 16 webisodes that explored the strange and hilarious moments and rituals around food, exercise, relationships and life that make sense only to women.

Results: Business results significantly exceeded all goals as women’s shopping trips to the snack aisle increased for the first time in four years, while sales grew-- outpacing overall snack category growth by 3x (source: IRI).

Consumer response to the campaign has been unprecedented:

- » Over 14 million views of the webisodes to date.
- » The campaign is the #1 most subscribed female channel and #4 sponsored channel overall on YouTube.
- » The campaign has over 60,000 Facebook fans.



Client: GATORADE

Submitted by: OMD USA

Campaign Title: Gatorade, The Performance Center

The Challenge: Gatorade wanted to reach 13-17 year old, Competitive Athletes with communication around the product’s functional superiority over water and establish that Gatorade is an essential piece of sports equipment. Concurrent to a TV and Print branding campaign designed to win the hearts of teen athletes, Digital’s challenge was to win their minds.

Digital Strategy: Competitive teen athletes are looking for an edge to help them perform better, and ultimately win.

Gatorade established an exclusive partnership with the leading teen sports publisher, STACK Media. STACK is recognized in the teen athletic landscape as the premiere content producer. Together OMD, STACK and Gatorade built an unprecedented content partnership that opened up new avenues of communication between Gatorade and its core consumer. The Gatorade Performance Center provided a destination for training guides, communication from experts, hydration solutions, and hundreds of training videos for teens.

Results: The 3 month campaign was a huge success! GPC hit all major engagement and traffic benchmarks:

- » 100,000 site visits (60% above goal)
- » 15,000 registrants to Performance Tracker tool
- » 1,000 “Ask the Experts” questions from readers

NIVEA

Client: NIVEA

Submitted by: OMD USA

Campaign Title: NIVEA – Good-bye Cellulite, Hello Bikini Challenge



The Challenge: NIVEA's Good-bye Cellulite (GBC) is a range of products that visibly reduce the signs of cellulite while addressing its cause. Although cellulite affects women of all ages and ethnicities, the core target was younger women who are more likely to be concerned over cellulite during the swimsuit season as they get ready to wear a bikini and bare their skin.

Women have been reluctant to try GBC because they are skeptical that a topical cream will work to reduce the appearance of cellulite. Although NIVEA's research results for the product's success are featured in its global advertising, the FDA has prohibited NIVEA from using these claims in the US.

Furthermore, the product has a premium price point for drugstores and value chain outlets, which only further increases consumer hesitation in trying the product line during tough economic times.

Digital Strategy: In an attempt to overcome skepticism, NIVEA created a "Good-bye Cellulite, Hello Bikini Challenge" to showcase the products' effectiveness through a healthy lifestyle + cream usage competition. This led to a partnership with Ubisoft on their new fitness game, Jenny McCarthy's Your Shape (PC version). NIVEA was able to link GBC with a trusted personality and an outspoken advocate for healthy living as well as reinforce the body-shaping results that are possible through exercise and GBC product use. More than an ad, NIVEA's integration in Jenny McCarthy's Your Shape transformed the campaign from a simple drive to increase GBC Challenge sign-ups to a first of its kind, fully interactive brand experience.

Your Shape comes with a revolutionary 3D camera that lets you become the controller as it tracks your movements and performance. The pillars of the NIVEA Challenge (nutrition, fitness, skincare, style, and of course, cellulite) were seamlessly integrated in the innovative Your Shape game to re-invigorate the product line and increase consumer interest and NIVEA Challenge website participation.

Results: NIVEA has raised the bar for product integration in videogames and blazed new trails for the skincare category. The partnership was unprecedented for both NIVEA and Ubisoft. More than just product placement, NIVEA accepted the challenge of becoming not only a content provider, but also a trusted professional for women's healthy living.

ORACLE

Client: ORACLE

Submitted by: Starcom MediaVest Group, London

Campaign Title: ORACLE Perfect Partner

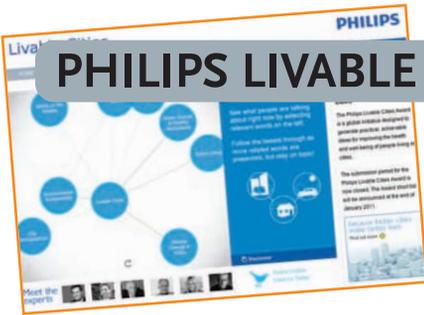
The Challenge: Oracle continues to expand its product offering in the IT marketplace; however, many customers associate the company with "demand generation." Oracle need to communicate its full suite of services while recruiting viable sales contacts.

As a global solution provider with global customers, Oracle understood that while companies seek solutions to areas such as "applications" or "data storage," they often find different paths to that decision based on their cultural background. The objective was to gain "the business card details" from this vast and nuanced audience.

Digital Strategy: The senior IT professional relies on the information from IDG's websites and publications. In a partnership with the publisher, Oracle was able to leverage IDG research on these professionals and the challenges they were facing on a country-by-country basis. This enabled Oracle to tailor strategies to the local needs of particular customers.

For example, the Dutch tend to showcase their efforts and accomplishments, while the Germans are receptive to new technological advancements. The French prefer to gain information to discuss with peers. Working with IDG in 6 markets, we created information hubs with business-relevant contact from Oracle—all localized and implement across these key European markets and optimizes against best performances.

Results: Not only did Oracle communicate a coherent but nuanced brand message to an international IT elite, but received more business cards and business leads than ever anticipated. These busy executives gained access to highly relevant data and business information, while Oracle gained valuable information on market challenges and trends that will develop in a library of content for later use.



PHILIPS LIVABLE CITIES

Client: Philips
Submitted by: CNN International
Campaign Title: Philips Liveable Cities Award



POP-TARTS

Client: Kellogg's
Submitted by: Starcom USA
Campaign Title: Pop Tarts Taste of Music

The Challenge: The Philips Livable Cities Award is a global initiative designed to generate practical, achievable ideas for improving the health and well-being of people living in cities.

Individuals and community or non-governmental organizations and businesses were asked to submit their ideas for “simple solutions” that improve people’s health and well-being in a city. The entry deadline was October 28, 2010, while winners will be announced at a ceremony on Earth Day (April 2011). To help translate these ideas into reality, three grants totaling €125,000 will be awarded.

CNN’s task was to fundamentally change perceptions of Philips from a consumer electronics provider to a leader in health and well-being by generating appropriate connections to the Liveable Cities project.

Digital Strategy: The Philips Livable Cities Award campaign is representative of the level of engagement and integration a media owner can offer to support a brand strategy. The multi touch-point concept, comprising on air, online and events, enables Philips to reach key elements of their audience to showcase thought leadership beyond traditional advertising methods. This project was a true exercise in collaboration.

In the online space, CNN’s editorial and commercial teams worked together to devise the advertisement feature section. This online portion allowed Philips to have complete content control while it resided within the CNN domain to benefit from CNN’s sizeable web traffic. This section uniquely combines CNN sponsored content alongside Philips commercial content in a credible and flexible environment.

The online hub; www.cnn.com/livablecities, incorporates the Philips Livable Cities Award Twitter feed and allows for users to share stories on up to 287 social media platforms. In addition, Philips sponsored CNN’s ‘Urban Planet’ online microsite which enabled them to reach millions of users globally.

Results: The traffic details for the campaign to date show high audience engagement. The Urban Planet content has received over 1.8 million page views, and over 5,400 stories have been recommended and shared on Facebook. The Livable Cities Award section has received over 30,000 page views to date, with over 15,000 unique users and 93 award entries.

The Challenge: No emotional need is more important to teens than belonging in a group or “tribe.” Through this group of like-minded friends, they can express their passions and individuality without fear of social reprisal. The Taste of Music campaign was designed to integrate Pop-Tarts into music, their number one passion. It also allowed for them to create their own music mash-ups and content.

Digital Strategy: We enlisted top YouTube artists to create a personal ode to their favorite Pop-Tarts variety. To ignite the passion of the artists’ fan bases, we pitted them against each other in an effort to prove which one was the best. And we gave the teens a chance to express their love for their brand.

Dave Days, the #1 most followed musician on YouTube, started off the war with his tribute to the Brown Sugar variety. Venetian Princess followed that clip by appealing to her 750,000 followers with a love letter to Raspberry and directly challenged Dave’s love of Brown Sugar.

In the end though, Dave Days and Venetian Princess called a truce to the war and co-starred in a video where both artists realized the joys of the opposing side’s favorite flavor. This even marked the first time that two popular YouTube personalities paired up with each other for a viral sensation.

Results: Teens rallied around their favorite flavor and we achieved an unexpected level of success with this video series, including:

- » A first-ever ad offering on the YouTube masthead which massively over-delivered with 53MM impressions
- » Over 300,000 hours of brand exposure time
- » Over 750 comments for the video series

SILVER

COUNTRIES OF ENTRIES: UNITED STATES, UNITED KINGDOM

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

SIEMENS



Client: SIEMENS
Submitted by: RK Swamy BBDO/ Digital Direction India
Campaign Title: Siemens Dialogue Engagement

The Challenge: With innovative technologies, Siemens for many years has been answering questions confronting the Healthcare, Energy and Industry sectors. The Answers Campaign started in 2007-08. In 2009-10, an additional marketing objective was to drive Dialogue Engagement or engage stakeholders in a positive discussion, while underscoring Siemens' contributions. Digital media was chosen, because of its interactive nature and low cost solutions.

Digital Strategy: At the core of the "Dialogue Engagement Campaign" was the need to create a stand-alone Siemens engagement platform with viral capability. Both World Water Day and World Environment Day were chosen as the foundations for creating Awareness and Buzz. This resulted in four distinct initiatives:

Corporate Social Responsibility: Siemens "Pay It Forward" is a socio-environment initiative aimed at bringing together inspired minds who can suggest pragmatic ways of reducing the carbon footprint in India.

Creation of an e Book on World Water Day: On March 22, 2010, Siemens India tied up with Web 18, India's largest Digital Media house, to come up with a Microsite that focused on Water Conservation. This showcased an eBook providing various industrial water solutions offered by Siemens.

LIVE Chat with the audience on NDTV.com: NDTV.com is India's premier news portal with over 3 Million Page views by the key decision makers. A LIVE CHAT widget was introduced on the portal itself on the World Water Day, inviting audiences to participate with experts from the field of Water Technologies.

Energy Summit with HT Media during World Environment Week: Siemens, in association with HT Media – a leading Indian Media house, held an Energy Summit to underscore Siemens contributions and further discussion during World Environment Week.

Results: The "Dialogue Engagement" campaign exceeded Siemens' initial goals and has helped them assess the interest levels of its stakeholders for the next phase of the program.

STARBURST

Client: STARBURST
Submitted by: Wrigley
Campaign Title: Starburst Contradictions

The Challenge:

Young adults like Starburst® fruit chews candy, but the candy category is extremely fragmented and staying on top by remaining "cool" and relying on brand loyalty is incredibly difficult. In late 2009 the brand attempted to connect with the target on an emotional level by launching the "It's a Juicy Contradiction™" positioning to build a better connection with the target. We quickly found the contradiction to be that words alone could not connect the brand with young adults.

Digital Strategy: We convinced MTV Networks to reinvent their now-faded "Unplugged®" music series as web-only content and challenge everything young people know about pop music production. In a new twist, we even asked performers to cover a popular song outside of their genre to create "the ultimate contradiction in music" that now meant something more than words to our target.

The Unplugged website and each episode also featured the Starburst brand logo and the content was seeded across all MTVN platforms including MTV, VH1 and CMT. Viacom even agreed to seed these videos to the artists' labels, fan sites, music blogs and video sharing sites and Starburst brand 2.9 million-plus Facebook fans got an early look at the original content.

The "Unplugged"/Starburst content has become so popular that it is moving from the digital world to cable TV – yet another contradiction – and all without any additional spend.

Results: Awareness of the Starburst brand and its "contradictions" positioning continues to increase. Users note that they like this new content and also like the Starburst brand involvement, showing how strong the partnership works. A majority of users say they would recommend this content to a friend, and the viral spread of the videos proves it-- with 1.4 million views to date.



COUNTRIES OF ENTRIES: I N D I A ,

ACCENTURE

Client: Accenture
Submitted by: Accenture, Chicago
Campaign Title: Accenture Corporate Twitter Feed

As a global consulting, technology and outsourcing company, Accenture provides a dynamic website that features its exclusive High Performance Business Research which highlights how leading companies consistently outperform their competition. An additional marketing objective was to leverage third-party sites and emerging social media channels to broaden the interest in accenture.com.

A Twitter feed was undertaken, and to ensure that it reflected Accenture’s brand positioning, it needed to demonstrate best practices and expertise in a new medium. Delivering a steady update of news and information offered the Accenture team an opportunity to satisfy a longstanding need among C-level executives through a channel they were starting to embrace.

The results not only increased the visibility of the Accenture content, but also expanded the brand by creating greater interest among current and potential clients. In addition to seeing more followers and click-throughs on the site, the redistribution of content through re-tweets has been impressive. (“How Millenials use Technology: Accenture” was one of the larger re-tweets.)

CISCO

Client: CISCO
Submitted by: Cisco UK
Campaign Title: Cisco Human Network Effect Click-to-Play Campaign



Research shows that business-to-business buyers (Cisco’s primary audience) are increasingly responsive to the use of video as a marketing tool. As the leading provider of networking technology for the Internet, Cisco itself enables the delivery of online video. In addition, video products such as Cisco TelePresence high definition video conferencing, WebEx online conferencing and Flip HD cameras feature strongly in Cisco’s suite of products – so this aligned well with the idea of using digital and video as a way to reach and engage with the target audience in some European countries with smaller marketing budgets.

The Cisco campaign was one of the first in Europe to use click-to-play. Testing during the pilot campaign included:

- » Different versions of creative (eg, branded v. non-branded start-frame)
- » Different cost models (ie, CPM v CPC)
- » Site placements v. contextual targeting v combination of contextual and site placements.

This campaign performed extremely well in the three key areas of awareness, engagement and cost-efficiency. By testing various elements of the campaign we captured learnings which can be applied in different markets and for different campaign objectives.



LIPTON

Client: Lipton, a Unilever Brand
Submitted by: PHD, Shanghai
Campaign Title: Virtual Social Talk

Finding new ways to bring people together has always been central to Lipton’s progressive and energetic brand personality. With Lipton’s core consumers spending most of their day in an office environment, we wanted to find a new method to connect with our audience and strengthen Lipton’s role in their lives within the office context.

Lipton used the MSN Instant Messenger system, the most popular IM for office chat, to play three roles – to generate video invitations, to stream videos in the same space and to host a live chat alongside it. This created a very natural environment in which consumers could engage with each other with the brand playing an enabling role.

In an innovative digital first for China, the Virtual Social Talk campaign became one of Lipton highlights of the year, delivering in just seven short weeks over 1 billion total impressions and delivering over 4.4 million clicks on their campaign minisite with 3.8 million page views from 2.8 million unique visits.

UNITED STATES, UNITED KINGDOM, CHINA

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

MAGNUM

Client: Magnum, a Unilever Brand
Submitted by: PHD, Shanghai
Campaign Title: Special Treatment 2010

Magnum owned a strong property in “Special Treatment,” a simple SNS game in which consumers treat other players to win Magnum vouchers.

To better leverage fresh insights into Magnum consumers and their social media behaviors, “Special Treatment” was revamped in 2010. Its two core campaign goals included: awareness of Magnum and activating consumer engagement.

Through social media, a virtual experience became real by making it a part of a conversation between friends. Giving to and receiving from friends becomes an indulgent experience, synonymous with the Magnum brand values. This also linked to sales as purchasing the product enhanced aspects of the game-play. Entering a code on the stick gave contestants extra chances to gift friends and more opportunities to play the mini-game with lucky draw for the grand prize.

This new strategy led Magnum “Special Treatment 2010” to become the biggest-ever branded social game on Kaixin001, China’s foremost white collar Social Networking Site — with 6.6 million users in 4 months.



MARUTI SUZUKI

Client: Maruti Suzuki
Submitted by: Lintas India
Campaign Title: India’s First Online Soap for Maruti Suzuki India Ltd.

Maruti Suzuki, one of the oldest car brands in India wanted to reposition itself as a younger and trendier brand in light of recent competition from companies like Volkswagen and GM.

To leverage television that connects with younger audiences, The Maruti Suzuki iSerial Stars was created — a unique combination of online soap opera emerging out of a talent show. Each element of the soap —actors, directors, writers — were chosen through an online talent hunt on Ibibo, one of India’s leading social networking sites. Winners were given guidance to produce the first 24 online episodes by some of India’s leading names in television.

The activity created tremendous buzz, but also built strong recall and interaction with the Maruti Suzuki brands. The videos received over 2 million views. The number of people who voted for their favorite writers, director and actors and who shared links with friends were larger than ever anticipated.

C O U N T R I E S O F E N T R I E S :

PITNEY BOWES

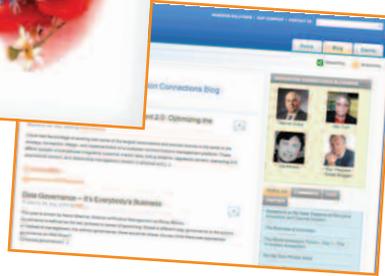
Client: Pitney Bowes
Submitted by: Gyro HSR, Cincinnati

Campaign Title: Connect Plus

Pitney Bowes had been typecast as a postage metering company, despite having acquired more than 70 companies during the past eight years. Through these acquisitions, Pitney Bowes has expanded its capabilities well outside the mailroom to relationship marketing, channel marketing, location intelligence, predictive analytics, operational intelligence and document management capabilities. Unfortunately, many potential ignored marketing materials from Pitney Bowes, because they assumed the documentation only applied to metered mail.

To change these preconceived notions about the company's overall capacity, we connected with customers via an integrated and result-oriented communications plan to engage the target where they live, work and play. The campaign's heart was the Connection Center (www.pbconnect.com) and online resource explaining the value the company brings to various market segments with Pitney Bowes capability to solve specific business challenges. It included solutions via white papers, case studies, testimonials, a blog and twitter feed.

To overcome the awareness hurdle, online creative concepts were developed to get the attention of those who would not automatically assume a Pitney Bowes message was directed at them. An Analytics Dashboard was also developed to determine which of the marketing tactics was working and which required real time alteration.



REXONA

Client: Rexona, a Unilever Brand
Submitted by: PHD, Shanghai
Campaign Title: World Cup Soccer City

In 2011, Rexona will advertise to men for the first time in China. As a precursor to breaking into the male grooming category we needed to shift perceptions of the brand from being female only.

We identified the 2010 FIFA World Cup as a perfect opportunity to drive category awareness and build brand credentials amongst males. We developed a 3-week content-led campaign that started during the World Cup quarter finals and followed four Chinese football super-fans from China to South Africa where they competed in a series of World Cup challenges for the chance to attend the World Cup final match. A great story.

We not only had to identify online environments where World Cup enthusiasts congregate but more so to infiltrate their lively exchanges, predictions and story-telling during the World Cup tournament. The content generated existed on a minisite, was delivered through video-blog format, and we put it in the hands of enthusiasts through Sina and Tudou with a reward mechanism to drive interest.

In conjunction with a tailored SEM strategy, the campaign delivered huge numbers of viewers and participants in only a 3 week period. The campaign took a brand new to the male grooming category, not directly relevant to football, and demonstrated huge consumer engagement.

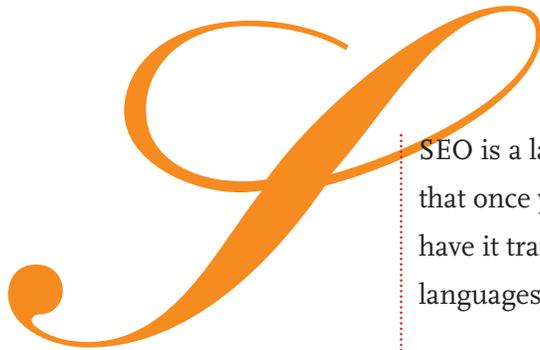
BRONZE

C H I N A , I N D I A , U N I T E D S T A T E S

SEE FULL CASE STUDIES: WWW.INTERNATIONALIST-AWARDS.COM/DIGITAL_2010

Why SEO Doesn't Translate

by Guy Gilpin, former ad man, co-founder and Managing Director of Mother Tongue Writers



SEO is a laborious and, to be frank, rather tedious task. So it's lucky that once you have SE-optimized your website in English, you can just have it translated without the need to repeat all that effort in foreign languages, right?



ABOUT MOTHER TONGUE:

Mother Tongue was set up in December 1990 by the three ex ad agency partners, Mirella Hogan, Paola Tess and Guy Gilpin, to meet the creative copy adaptation needs of the advertising and marketing worlds.

Mother Tongue Writers is the UK's largest specialist adaptation and transcreation agency based in London and New York. The company uses its worldwide network of specialist copywriters to fulfil the need for creative translation in the advertising and marketing industries when implementing global campaigns. Mother Tongue Writers is the official creative translation partner to D&AD and to New York Festivals – International Advertising Awards.

ABOUT GUY GILPIN:

Guy was brought up between Belgium and England and cannot spell 'blue' (or is it bleu?).

After spells in the marketing departments of some large international companies, Guy worked for Saatchi & Saatchi where he developed his love for advertising.

guy@mothertongue.com
www.mothertongue.com

Unfortunately, no. Robert Frost's definition of poetry as "what gets lost in translation" could equally apply to SEO. It is sadly not possible to pre-optimize your web copy before translation — it has to be re-optimized as part of the translation process.

First and foremost, SEO is about the democratic use of language. What matters is not how the advertiser likes to talk about its products, but how customers actually talk about them. So when producing foreign versions, the trick is not to find the words that most closely correspond to the English original, but the words most commonly used by the target audience in the countries in question.

Our experience of working on a major SEO project for budget airline EasyJet suggests that from a

translation point of view, search terms fall into three broad categories — directly translatable, freely translatable and non-translatable.

Firstly, there are terms that have direct equivalents in the target language that are equally widely used as search terms. So where English web users will Google "flights", French users search for "vols". The word means the same thing and is used in the same way. The world would be a simpler place if all terms were like this!

(Although in fact, even here, things are not as simple as they look. Only once we have tested the seemingly obvious translation to verify is indeed widely searched for, by actual users in relevant contexts, can we confirm that directly translatable terms fall into this category.)

Secondly, there are terms that can be translated in a number of ways. Here the challenge is to think of all the possibilities, so we can test them to see which ones are actually searched for. An example is the seemingly straightforward “cheap flights”. With typical Gallic contrariness, there is in fact no French word for “cheap”, so various different wordings have to be tried — “vols pas chers” (not-expensive flights), “vols bon marché” (“good-bargain flights”), “vols à bas prix” (“flights at low price”), “vols a petit prix” (“flights at small price”) to name but a few. None of these expressions sounds a likely search term when rendered back in English, but all of them are viable options in French. Much to the chagrin of the guardians of French linguistic purity, even Anglophone borrowings such as “discount” and “lowcost” also turn out to be worthy of investigation.

Moreover, finding the most appropriate translation(s) is only the first stage. They then have to be optimized syntactically for a search context, where people tend

to use shorthand or elided forms. So whereas “cheapest flights” would be “vols les moins chers”, in reality French web surfers would never use the article “les”, they would just search for “vols moins chers”. Similarly, while “vols à bas prix” (“flights at low price”) is the grammatically correct expression, a far more common search term would be just “vols bas prix” (“flights low price”).

Finally, the third category is terms for which there is no relevant equivalent in the target language. For example, “flight deals” is a high-ranking search term among budget airline customers in English, but the word “deal” in the sense of “arrangement” does not translate naturally into French. While an equivalent could be found, it is not something that would French people would say, and therefore not something they would search for.

However, conversely, there may well exist some terms that do not appear in the list of most popular searches in English, but would be very relevant in the target language

— what Donald Rumsfeld would call “unknown unknowns”. An example from the EasyJet project of such a term would be “vols secs”. Literally this translates as “dry flights”, but it has nothing to do with alcohol-free travel (as if a budget airline would pass up the chance to sell you four-euro tins of lager!), it means flights that are sold on their own without accommodation, car hire, travel insurance etc. You could never find these through a pure translation process, but that does not mean they are any less useful for generating traffic. Indeed, they may be more useful than many translated terms.

And of course, identifying the most profitable search terms is not an end in itself. These terms are merely the raw materials, and a skilled copywriter is needed to assemble them into a convincing message in the foreign language. SEO copywriting is hard work in any language — but if you can find the right way to tackle it, then it’s much more likely that potential customers will find you.

Terms are the raw materials and a skilled copywriter is needed to assemble them into a convincing message.

A Q+A With Donovan Neale-May, CMO Council Executive Director

Procurement's Push into the Marketing Milieu

The Views of Donovan Neale-May,
Founder of the CMO Council



Donovan Neale-May is leading the charge for something he calls “authority leadership.” He is the president and managing partner of GlobalFluency, Inc., a global organization of independent marketing and communication firms with 70 offices in over 40 countries. But he is perhaps best recognized as founder and executive director of the Chief Marketing Officer Council, a global affinity network made up of more than 5,000 marketers. He has further driven the concept of “affinity networks” by launching such groups as the BPM Forum and the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE). Neale-May defines peer-based affinity networks as “highly respected membership groups and communities that serve as critical global channels of insight, access and influence.” He argues that such networks represent a powerful way to “enable companies to initiate strategic conversations and knowledge exchange with key stakeholders and purchase influencers.” His work on authority leadership is the means by which he helps clients strengthen their market positioning by staking out a compelling point of view. Britton Manasco interviewed Neale-May recently for his take on key trends in the B2B marketing arena:

1 Why is procurement moving into marketing space, and when did it start to happen?

Global marketing spend is estimated to exceed \$2 trillion annually and for some companies can exceed 50 percent of revenue. As a result, bringing more rigor, discipline, control, transparency, accountability, and consistency to the sourcing of marketing consumables and services has become a business performance and corporate compliance imperative. Companies are moving progressively to derive substantial cost reductions, greater efficiencies, and new sustainability gains in their complex, global marketing supply chains. They also want to save money, as well as reduce risk and liability, through better vendor negotiation, logistics management and contract enforcement. This process and functional is best driven by procurement professionals with the right global systems and strategic sourcing practices.

2 Why is it difficult working with marketers (and vice versa)?

Marketers tend to be relationship-oriented with long-standing linkages and personal preferences when it comes to selecting agency or supplier partners. They are more informal and emotional in their approach to vendor selection and often resist or try to bypass the complexities, structure, contractual hassles and time-consuming bid processes demanded by procurement departments. Procurement professionals often lack the knowledge, understanding and urgency associated with marketing deadlines, deliverables and creative service sourcing needs, which some times leads to conflict.

3 Please provide some instances where marketing and procurement cannot see eye to eye.

- » Understanding how to price and value creative ideas, consultant contributions and professional time.
- » Meeting quick turnaround requests for purchase orders so marketing resource demands can be fulfilled.
- » Orchestrating an agency review and managing the evaluation and review process.
- » Quantifying the value and return on marketing spend and measuring vendor performance.
- » Having more accountability and control of marketing spend, particularly when it comes to keeping projects on budget.

- » According to the marketers we have engaged with on the issue, decisions on spec, design and materials - typically items that can affect cost of the finished product - are made at the last minute, and by procurement who has had little insight into the “creative process”.
- » Poor forecasting of utilization and usage by field sales teams creates over-ordering and increased obsolescence
- » Marketing is seen as reckless spenders who just buy at will, while procurement is seen as working too slowly, hampered by process and paperwork, slowing the go-to-market process
- » Only 16 percent of marketers even believe global procurement and vendor relations is part of the marketing mix (Source: *CMO Council's Define Where To Streamline* report)

4 How can marketing and procurement work together? Provide some examples.

- » Audit and assess where and how the two functions can better team to drive down cost, improve efficiency, and optimize go-to-market effectiveness.
- » Better cooperative planning and collaboration in determining go-to-market needs, requirements and timelines.
- » Adoption of online operational marketing and strategic sourcing solutions to provide all stakeholders with visibility into process and deliverables.
- » Become involved at the start of the creative process to understand the needs of marketing and implications on customer experience
- » Work together to audit and assess the utilization levels of collateral, promotional items, and materials used across the marketing supply chain and demand chain to reduce obsolescence, eliminate rush charges and aggregate jobs to best optimize ordering and costs
- » Companies like GSK have created groups within marketing who manage procurement and optimize both cost, delivery of materials and procurement process. This means that these marketing agents are part of the process from the start, manage the procurement process, and manage costs along the way.
- » Marketing and procurement working together enables the quick adoption of new print on demand and digital document technologies, shedding the legacy use of old vendors that provide little value
- » A centralized partnership helps provide consistency in material look and content across regions and lines of business, and in the end, helps to provide the seamless delivery of an optimized customer experience

- » Nearly 41 percent of marketers blame functional silos and resistance to operational marketing process as the greatest obstacles to marketing supply chain effectiveness — procurement can bring the rigor and operational structure to help manage and maintain marketing supply chain operations (*Define Where to Streamline*)
- » “We really are a team - there’s no wall between marketing, procurements, sales, commercial and trade marketing: everyone talks to one another and that’s the best way to leverage the assets that are being created,” says the Procurement Director for a large global wine and spirits distributor. “The reality is that the agencies can’t do everything. The CMO and the CEO are heavily involved with what our suppliers, vendors and agencies are doing and there is alignment at the most senior levels. It makes all the difference.”

5 What can come out of a relationship where marketing and procurement can work together cohesively?

- » Streamlined process to order, receive, manage and maintain optimal materials that enhance the customer experience
- » Budget savings can be redeployed into demand generating programs that may otherwise go unfunded in tight economic times
- » Reduce waste, obsolescence and destroyed product and materials through accurate forecasting and inventory management
- » Improve field sales and customer experience by delivering the freshest content possible
- » Green operations, eliminating waste, streamlining delivery and fulfillment and managing vendor relations to consolidate production, transportation and warehousing
- » “By better aligning the supply and demand, we could move our focus from that cost per piece to the overall expense and value to the company.” (The business line director for a global consumer pharmaceutical company)
- » “Since we have brought our process under a single source, we’re better streamlining our marketing initiatives, we have more than cut our obsolescence in half and more than tripled our turns on marketing materials,” said the Director of Brand Marketing & Sales for Purina. “In business and especially in marketing, we just go things because we’ve always done them that way. You have to trust that the relationship with your previous and current suppliers will take care of themselves and in the end they will be more efficient, effective and productive than they were in the past.”

“we have more than cut our obsolescence in half ...”

PEOPLE AND PLACES





10



13



12



14



11

hot markets

THE INTERNATIONALIST'S HOT MARKETS: BRAZIL COMES TO MIAMI

HOT MARKETS: BRAZIL, part of The Internationalist's Think Tank Series, connected 50 Latin American marketers in Miami to discuss how the region's largest market and host to both the 2014 World Cup and the 2016 Olympics will affect advertising in Latin America. The event was sponsored by Multimedia USA.

Speakers included: Greg Paull, Principal of R3, the global marketing consultancy that specializes in developing markets, and Graziela Di Giorgi, Managing Director of R3:Grupo Consultores Sao Paulo. Panelists included: Christine Valls of AMERICAN AIRLINES, Bruce Noonan, President/Travel Division of BEBER SILVERSTEIN GROUP and Manuel Reyes, Co-Founder of CORTEX DATA.

All photo identifications from left:

- 1 Rodrigo Hernandez, LG Electronics and Roberto Schaps, Turkel
- 2 Carla Landeo-McQuide, Macy's and Crystal Rouhani, Aventura Mall
- 3 Egidia Contreras, Alamo Rent-a-Car and Carla Perroni, TAM Airlines
- 4 Amelie Ferro, Publicitas
- 5 Graziela DiGeorgi, Grupo Consultores Brazil; Roland Janisse, Cortex Data and Greg Paull, R3
- 6 Eileen Serrett and Nicola Clark—both Hilton Corporation Latin America
- 7 Camilo Concha, SmaartMedia Latin America
- 8 Alejandra Kelly, Cartier
- 9 Jerry Zuchowicki, Jarden Consumer Solutions
- 10 Carlos Alvarez, SynerJets and Bruce Noonan, Beber Silverstein Group
- 11 Fernanda Mariano, Multimedia USA and Juan Suarez, Media Brands
- 12 Manuel Reyes, Cortex Data and Christine Valls, American Airlines
- 13 Juan Carlos Parodi, Eastman Chemical and Guillermo Del Solar, Wendy's/Arby's Group International
- 14 Juan Marrero, LG Electronics

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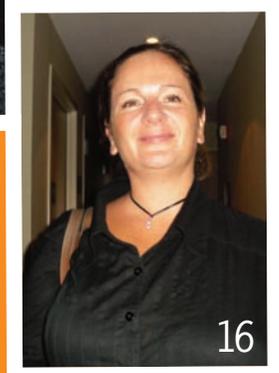
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THE 3RD ANNUAL OKTOBERFEST COMES TO NEW YORK

The Internationalist presented A Celebration of Oktoberfest and A Look at the World's 4th Largest Ad Market at the German Consulate in New York. Presented in association with In Association with members of the German Media Community, including: Axel Springer, Burda Community Network, The Frankfurter Allgemeine Zeitung, Gruner + Jahr, Süddeutsche Zeitung, Iconic International Communications, Inc., and Publicitas, the event featured a select tasting of Germany's finest beers, wines and traditional German foods. Two Lufthansa tickets were won by Tiffany's Penny Sidik, compliments of Gruner + Jahr & Lufthansa magazine. Dr. Oliver Schnackenberg, the German Deputy Consul who just returned from diplomatic service in Iraq, addressed the group.

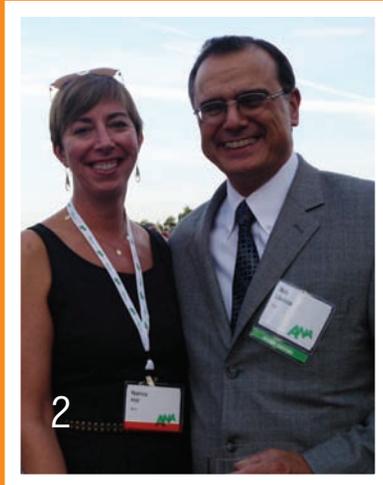
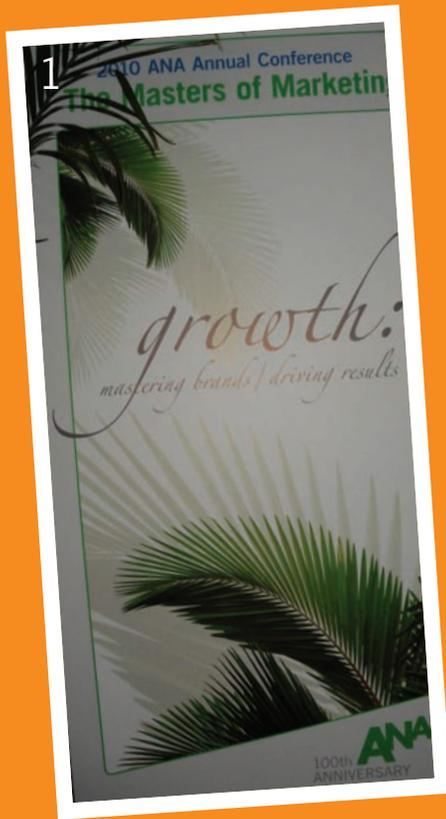
All photo identifications from left:

- 1 Guy Holroyd, Iconic International Communications and Tim Mickelborough, Thomson Reuters
- 2 Michael Monheim, Axel Springer
- 3 Barbara Bank, Agency Sacks and Nina Fuerst, Süddeutsche Zeitung
- 4 Ann Cannon, Publicitas; Melissa Worrell, World Media and Howard Moore, Publicitas
- 5 David Steifman, Dustin Guzowski, Ralph Lockwood, Michael Andrews and Erin Cullin—all Huson International Media
- 6 Heidi and Hatto Dachgruber, All Around Forwarding
- 7 Mark Rosen, Bank of America/Merrill Lynch and Dr. Oliver Schnackenberg, Deputy Counsel General of the Federal Republic of Germany
- 8 Allison Coley, MEC
- 9 Ian Scott and Hubert Boehle — both Burda
- 10 Adrian Looney, Pfizer; Dean Zikria, Johnson & Johnson and Raphael Blum, Pfizer
- 11 Graeme Hutton, Universal McCann and Sal Zammuto, Burda
- 12 Silvia Wilson, MWH Advertising
- 13 Brendan Banahan, Bank of America; Valerie Craane, Merrill Lynch and Fred Goldbak
- 14 Conover Brown, World Media
- 15 Andre Freiheit, Gruner + Jahr; Penny Sidik, Tiffany's and Heiko Hager, Lufthansa magazine
- 16 Virginie Hammerli, OMD
- 17 Heidi McKay, Alycia Hise and Alexandre Morch—A&A Group
- 18 Tom Hadlock, Seiter & Miller and Nick Ferrari, ASME
- 19 Annie Guill, Pulse-Art
- 20 Elisabeth Mohlmann, Elegran and Michel Mein, Seventh Art

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ANA MASTERS OF MARKETING- ORLANDO, FLORIDA

The ANA's Masters of Marketing Annual Conference welcomed 1500 delegates to the Rosen Shingle Creek Resort in Orlando to unite for three days under the theme of marketing growth. Keynote address were given by Marc Pritchard, Global Marketing Officer at The Procter & Gamble Company; Joe Tripodi, Chief Marketing and Commercial Officer of the Coca-Cola Company and Jim Speros, Chief Marketing Officer of Fidelity.

All photo identifications from left:

- 1 *Growth: The Conference theme*
- 2 *Nancy Hill, 4As and Bob Liodice, ANA*
- 3 *Ben Stuart, Patrick O'Neil and Becky Saeger—all Charles Schwab with Tom Sebak, Young & Rubicam*
- 4 *Peggy Conlon, The Ad Council; Barbara Lashinsky, The Ad Council; Stuart Elliott, The New York Times and Jim Speros, Fidelity*
- 5 *Brian Quinn, Triad Digital and Bruce Rogers, Forbes*
- 6 *Randy Kilgore, Tremor Media*
- 7 *Erich Linker, ImpreMedia and Alexis Buryk The New York Times*
- 8 *Dick Roth, Roth Associates, Casey Burnett, Roth Associates and Gordon Wade, Retail Performance Group*
- 9 *Mark Toner, Source Marketing and Bob Liodice, ANA*
- 10 *Mary Kim Novak, Microsoft and Shelley Diamond, Young & Rubicam*

Contact our team: Conover Brown, Melissa Worrell, Natalya Meytin, Jeannie Ng, Shirley Wai
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Toronto

Toronto is the provincial capital of Ontario and the largest city of the Canuckians. It boasts an extremely diverse and exciting culture and enjoys a lovely setting along the the northwestern shore of Lake Ontario. The city was formerly divided into four municipalities, the names of which are still in common use among Torontonians: the Etobicoke York district, North York, Toronto and East York, and the Scarborough districts. About 50% of Toronto's inhabitants were born elsewhere: it is certainly a magnet for something exciting!



Things to do

See Toronto from the viewing level atop the **Canadian National Tower**, one of Canada's most celebrated architectural triumphs. The CN tower is an iconic part of the Toronto skyline, and the glass floor at 1,122ft will be sure to help imprint the visit on your memory. And it is not just an observation tower: there is an award winning restaurant all the way up there, challenging those with acrophobia (read: fear of heights) to keep it down.

Keep your eyes peeled for festivals and parades which are real proof of Toronto's status as a cultural melting pot. Carribana, North America's largest Carribean and West Indian festival, takes over the streets in late July. **Hot docs**, a documentary film festival is held in April, while the **Toronto**

International Film Festival, in September, marks the end of the warmer months with an excuse to be indoors. June and July is time for Toronto's annual Jazz festival, which punctuates venues throughout the downtown area. Toronto's **Gay Pride week** in June is the second largest in the world. Even in winter, Toronto shines, with a cozy fireside dive bars and long disco nights ruling the city's core.

St. Lawrence Market's rich history runs alongside the development of Toronto as a city in itself. It began as the site of Toronto's city hall, and has gone through several important changes, including now containing a gallery which holds archives of the city's important art. It is best known for its quality, local produce as a farmers' market, but transforms into an antique market on some days, and has a cooking school as well as the historic **St. Lawrence Hall**.

A day trip to **Niagara Falls** might seem obvious, but to tell you the truth, it really should be number one on the itinerary. Different packages cater to different tastes and budgets, so there can be a

simple drop-off pick-up, or a catered and chauffeured tour. Travel through the orchards of the **Niagara Peninsula**, and take an exhilarating boat ride on the **Maid of the Mist** to the base of the majestic **Horseshoe Falls**.

Food

When thinking of places to eat in Toronto, it can only be expected that one might be a little overwhelmed by choice. Its very nature as a multicultural hub means its diversity will extend to the culinary realms, and with entire sections of neighbourhoods devoted to a certain area elsewhere in the world, there is choice within the abundant choices. **Little Italy** is famed for its great, authentic Italian food, with a vibrant, al fresco atmosphere in the summer. **Chinatown** is worth a visit, where there is certainly no shortage of options.

More specifically, **Canoe** restaurant offer just what you want from fine dining on the 54th floor: incredible food and a great view. It was rated no.1 restaurant in 2009 and has an award of excellence from the wine spectator. There are options for events and private dining, and if you like it there, try Jump which is just down the street and run by the same company.

California Sandwiches, a family owned and run business, has been voted 'Best Sandwiches in Toronto', and there is a reason for that: the sandwiches are great.

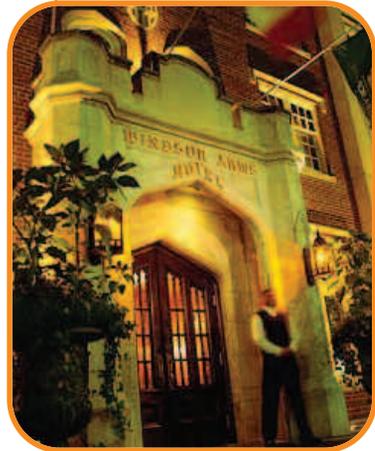
Where to Stay

If you are a panoramic-views-of-the-harbour type of person, with a penchant for waterfront strolls in a fantastic area, then the **Radisson Plaza hotel** will certainly float your boat. On the other hand, the downtown area is known to be good for things to do and places to stay, so you will find a variety of hotels to cater to your tastes.

The **Hazelton Hotel** has the top user ratings of all the hotels in Toronto and is the ultimate in boutique luxury with all the trimmings. Tailing closely behind are the **Hotel Le Germain** and the **Windsor Arms**, which look to be extremely competitive in the deluxe rankings. Indeed, the afternoon tea at the Windsor Arms is reputedly one of Toronto's best kept secrets.

Altogether now : Toronto!

Stan Stalaker 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.stalaker@hubculture.com





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

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