



the  
**internationalist**

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

NUMBER

2012 **59**

**100**  
THE  
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LATIN AMERICA  
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# the internationalist

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## Opportunity and Reality...



The **Internationalist** is delighted to name this year's **LATIN AMERICAN 100**, an outstanding group of talented marketing leaders from a variety of categories—travel, finance, technology, retail, consumer products and luxury goods. We asked a number of individuals new to this honor what they saw as the biggest opportunities for marketers in the region now.

**Jose Muñoz**, Senior Vice President of Sales & Marketing LATAM for Nissan Americas offered a perspective that mirrors our feelings for naming such a group. He said, “I believe that the Latin American Region is no longer an opportunity area, but rather a strong reality and will represent an even stronger opportunity in the near future.”

He underscored that this is why Nissan has decided to create the LATAM Region which comprises Mexico, Central America, South America, Caribbean and Brazil. “For the automotive sector, this market represents more than 6.5 Million vehicles or 30.5% of the Total Industry in the Americas. This brings enormous economies of scales when we consider that Spanish and Portuguese cover more than 95% of all the market potential. Compare this to my home region of Europe and the number of different languages required to cover that percentage of Total Industry Volume.”

**Jose Muñoz** also mentioned that Nissan is investing in two new additional manufacturing facilities in the region—(one in Aguascalientes, Mexico and the other one in Rio de Janeiro, Brazil)—for a total amount of USD \$3.5 Billion. “However the biggest opportunity for me resides in the fact that although there are many commonalities amongst the different markets in the region, every market, and even every zone within each market, needs a specific approach since very specific expectations are requested by the different customer groups and zones. Latin America is no longer happy receiving services and products later other big markets but it is a rather huge exigent market where innovation and pioneering can be utilized with success in other traditional markets.”

He is not the only one to believe in the region's opportunity. **Luis Miguel Messianu**, President and Chief Creative Officer of Alma DDB, recognized by his peers as “The Most Influential Leader of the Hispanic Advertising Industry in the Last 20 Years,” offered an inspiring keynote message to the **LATIN AMERICAN 100** at a Dinner in this July. He provoked these leaders to recognize the importance of their roles in the industry. Mr. Messianu discussed the responsibility of optimism, and suggested that “the best way to predict the future is to create it.”

*Deb Malone*  
*Founder*

# Discovery

LATIN AMERICA / US HISPANIC <sup>TM</sup>



# Nissan launches new global brand campaign, “WHAT IF\_”



A true Internationalist, **Simon Sproule** he has lived on three continents during his 20 years in the auto industry—from the UK to Dearborn, Michigan to Paris to Yokohama, Japan. If past is prologue, it may be no surprise that he graduated from the University of London with a bachelor of science in geography! Simon was also named an **Internationalist of the Year** by this magazine earlier this year.

Nissan, Japan’s second-largest automotive company, has long been a regionally-focused organization that had never before worked on a globally-consistent basis. That has now changed as the auto giant launched last month the first global brand campaign in its history.

Called “**WHAT IF\_**”, the multiyear, multimedia global program kicked off on June 1 in major international airports and online, and is just the first of many initiatives. The campaign focuses on iconic Nissan products and technologies that represent “innovations that excite.” The campaign started with airport advertising to fulfill a goal of reaching 700+ million people in a year, but other media, especially television, will be added. Content will be continually refreshed to surprise and to deepen the understanding of Nissan’s human-centric approach through storytelling and sharing.

In the build-up to the London Olympics, the first ad featured the world’s fastest man, Triple Olympic gold medalist and multi world record holder Jamaican-born Usain Bolt, and the car he purchased, a Nissan GT-R. Although Bolt can run 100 meters in 9.58 seconds, he can accelerate from 0 to 100 km/h in 2.8 seconds when driving the Nissan GT-R. Now when he’s not running, he still has the capability to go really fast. The ad headline asks, “**WHAT IF\_ THE WORLD FASTEST MAN WENT EVEN FASTER?**”

The experience will be extended online with deeper storytelling and sharable contents. A dedicated global facebook fanpage uncovers a strong association between Nissan GT-R and Usain Bolt, and other stories. These contents will be communicated beyond the global facebook page using an innovative dynamic content distribution technology.

**Simon Sproule**, Corporate Vice President of Global Marketing Communications at the Nissan Motor Company and

# A multiyear, multimedia global brand campaign

instrumental to the new global effort, believes that “the future of the industry is full integration.” He has spent the last several years insuring that the auto giant’s marketing and communications divisions function seamlessly as one unit. He, too, has fostered a new program of worldwide collaboration to accelerate Nissan’s brand power in support of the company’s expansive business plan, while encouraging its agency, TBWA Chiat Day to adopt a similar process.

According to Sproule, “Luxury brands aren’t the only products that need a consistent global image. Mass brands do, too. The Internet has made brands transparent. Nissan stands for innovation and excitement in every market, and the campaign’s objective is to communicate that consistent message throughout the world.”

Nissan’s Power 88 mid-term business plan sets the framework for Japan’s second largest

automaker as it expands in fast-growing emerging economies. Power 88 refers to a 2016 goal of profit growth by 8%, as well as increasing Nissan’s share of the global car market to 8%. The plan includes unprecedented investment in new markets, products and technologies to raise its presence across the globe.

**Simon Sproule** also believes that one of the most powerful ways to get consumers to either understand or relate to a brand is through storytelling. “The better you become at creating powerful content, the more people will come to your brand. A car is a perfect product for storytelling. It provides mobility, freedom, experience and travel. It is also the second largest purchase in a lifetime, and consumers generally have a 3-5 year relationship with an individual car. We must building relationship into our storytelling, because repurchase is critical to sales. Pride and loyalty matter. We must never lose sight of the romance and appeal of our business.”

The advertisement is split into two panels. The left panel has a red background and features the Nissan logo in a black circle with the word "NISSAN" inside. Below the logo is the text "SHIFT\_". In the center, Usain Bolt is shown in a starting crouch, wearing a red athletic top and black shorts. Below him, the text "USAIN BOLT, NISSAN GT-R OWNER" is visible. The right panel has a white background and features a red Nissan GT-R car. Above the car, the text reads "WHAT IF\_ THE WORLD'S FASTEST MAN WENT EVEN FASTER?" and "NISSAN GT-R". The car's license plate says "MR BOLT". At the bottom right of the car panel, it says "Innovation that excites" and "facebook.com/nissanglobal".

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

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# Spirit of the Olympic Ads Underscores a New Role for Advertising

## *Spirit of the Ads Matches Spirit of the Games*

The London Olympics certainly reflect the evolution of advertising in a Digital Age. There's been much written about the 2012 Summer Games as the first "Social Olympics," "App Olympics," "Mobile Olympics," or "Twitter Olympics." Regardless of the label, digital matters, multiple platforms are today's reality, and brand immersion is a necessity.

However, the London Olympics also reflect something more significant about our new world of advertising. Today's messages underscore just how advertising is becoming a very different discipline. Advertising has matured sufficiently so that it can also function as a force for greater good. The adoption of increased transparency and the assumption of responsibility are now critical to how any brand or business plays its proper role in society.

President Bill Clinton touched upon this when he told the industry at the Cannes Ad Festival, "You have the power to solve world problems." He urged advertising executives to use their extraordinary power of communications to help the world better understand and ultimately solve some of its most complex problems. President Clinton also commented, "There are more private citizens seeking to do public good than ever before. This is one of the greatest phenomena of the 21st century. Half of the NGOs in the world were started in last 15 years."

We are seeing this spirit in current Olympic messages and in the larger mission of the sponsors.

Interesting, Lord Sebastian Coe, Chairman of the London Organising Committee for the Olympic Games (Locog) and former Olympic Gold medalist, also commented at the Cannes Ad Festival how the 44 total sponsors of London 2012 could be credited beyond their extraordinary investments of over £750 million to find additional funds for programs to encourage children to play sports and other "life enhancing activities." He rejected criticism that the Olympics had become overly commercialized, and added that "sport has become central to the socio-economic and political agenda with legacy programs like never before." He pointed to new UK benefits that resulted from the sponsors, including GE's borough medical programs,

Adidas' construction of 50 AdiZones, and Lloyds TSB's national school sports week. "The legacy values and the ambitions that these guys have set themselves have been unbelievable."

As the impact of business on the environment, on society, and on individuals has become too substantial to ignore and as easier ways to measure these effects have emerged, the rules of doing good business have dramatically shifted. There may never have been a more exciting (or daunting) time to be a marketing leader, and today's social programs are paving the road for future generations of brand advocates around the globe, every day in our "always-on" world.

## Procter & Gamble

The "Thank You Mom" campaign is not only heartfelt, but the stories of children becoming Olympians through the dedication of their mothers appeals universally. It also uses beautifully-crafted content to create engagement on Facebook.



## Dow

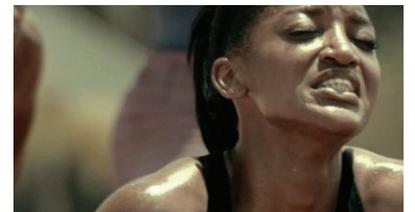
DOW demonstrates that even the planet has an Olympic dream with their "Hopeful" ad that ends with "Solutionism. The new optimism.™" The spot features a



"green" athlete (a hedge in the shape of a man) that comes to an Olympic village to save water, electricity and teach these good habits to others. There is no better place to spread the "green dream" than at an international celebration.

## GE

GE says it all in the new spot that proclaims: "There's so much we know about the human body, but we're still amazed by the human spirit." Two other spots feature



local examples: GE technology helps doctors care for premature babies in an East London hospital, while a young athlete named Darius was diagnosed with a rare heart defect using GE technology and continues to play sports. All of the ads uphold the spirit of the games and the new belief system of sponsors and advertising in a newly transparent, responsible world.

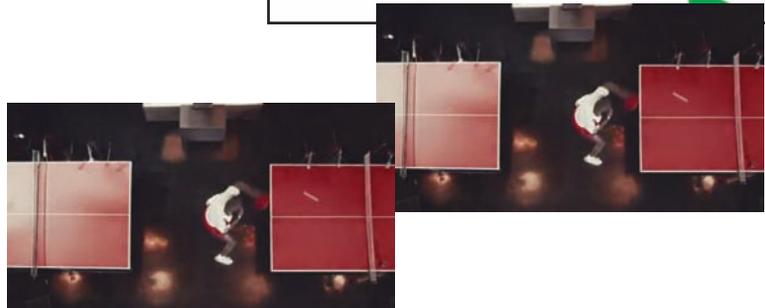
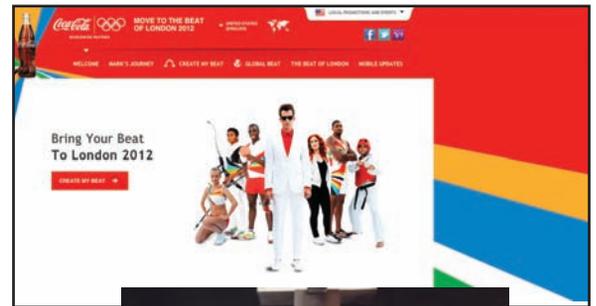
## Visa

Visa’s campaign for London 2012 is the largest in the 25 years it has been an Olympic sponsor with a footprint in more than 70 countries. Visa also provides fans a chance to post good wishes — “global cheer” — through comments, photos and video on the Visa Facebook page or via supportive comments on Twitter (@teamvisa), using the hashtag #VisaGoWorld. In previous Olympics campaigns, Visa was cheering on the athletes through the “Go world” theme; now, Visa encourages cardholders to join the cheering.



## Coca-Cola

Coke has put together The “Move to the Beat” campaign, which uses the sounds of athletes training as the beat of the “Anywhere in the World” anthem by GRAMMY award-winning music producer Mark Ronson with English singer Katy B. The companion Facebook app analyzes social activity to suggest your favorite Olympic sports and types of music, and provides a mashup of Facebook photos and images from the video. Over 3 million of these videos have been posted.



Perhaps President Bill Clinton summed it up best at Cannes when he characterized a world “where our common humanity matters more than our interesting differences.” He ended his address by saying: “I urge you to think about how you can both do well and do good. And I urge you to think about how we can build a world of shared prosperity and shared responsibilities, not constant conflict and winner take all.”

He was talking about advertising.

# ICOM+IN Become World's Biggest Independent Ad Agency Network



**Gary Burandt,**  
New ICOM+IN  
Managing Director

Two of the world's leading independent advertising and marketing communication networks are joining forces to form a stronger international resource for clients. ICOM, based in Rollinsville, Colorado (USA), and IN, coordinated from Paris, joined forces this July to form a new \$3.5 billion network with over 100 agencies. The new ICOM+IN, will also become the first independent network to focus on serving international clients with their roster of integrated agencies in developed, as well as new and emerging markets. The new network also boasts specialist agencies in areas such as digital, branding, social media, mobile, media, public relations, ethnic marketing, as well as a focus on healthcare and luxury goods.

Based in the U.S., the network will be organized into five major regions: Asia/Pacific, Europe/Africa, Latin America, Middle East/ North Africa and North America with regional centers in Bangkok, Paris, Sao Paulo, Cairo and Atlanta.

"Never before has anything like this been done in the world of independent agency networks," said **Patrick Walhain**, president of ICOM. "The most important outcome of this exciting endeavor is we will have more talent and expertise in many more markets. We will be the first independent network to truly focus on serving international clients, and by joining forces, we can offer clients a full range of options anywhere in the world. Here's a situation where one plus one is greater than two."

**Miguel dos Santos**, president of IN commented: "We expect a very smooth transition because our networks have similar legal structures, values, spirit of cooperation and dedication to the

success of our clients." "We are kindred spirits with the same high level of energy, flexibility and belief that the value of local knowledge and experience combined with the power of global partnerships can be an effective resource for any client, anywhere in the world."

ICOM Executive Director **Gary Burandt** will become managing director of the new organization. He admits, "Agencies need a specialty to stand out. The future for independent agencies can be bright ... but not easy. The loss of media buying and the addition of digital resources are putting pressure on profitability. In this global economy clients are asking their agencies to help them cross national borders into new markets. However, he says, "smart indy agencies are joining international networks of independent agencies. They offer the same resources and connections as the multinationals without the bureaucracy or the monthly check sent to headquarters. Because the membership is made up of like-minded agencies, ideas and information are

easily shared. In fact, the sharing of skills and experience is a big benefit of membership to agencies and their clients. And, there's no politics."

Some of the clients ICOM has served in multiple markets include Gallo wines, Navistar engines, Crocs shoes, Eibly foods, Atkins diet plan and Case construction equipment. According to Burandt, "These are mid-sized clients, an often underserved sector, particularly as they begin to expand their business globally. Because our members are born and bred in their markets, they have strong professional and personal connections in their business, political and social communities. They can help a company coming into a new market get through the government bureaucracy, find real estate and distribution as well as build product awareness. This helps our business grow 'organically.' Once one member agency assists a company to get established in a new market, it is an easy referral to another network member in the next new market."

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\*YOMIURI has syndication relationships with The Wall Street Journal, The Times of London, The Washington Post, The Economist, and other established titles.

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Executive level (n=2,640)



sources: Japan Audit Bureau of Circulation (ABC) "Newspaper Publisher Report, average of Jul.-Dec.2011/J-READ2011 (Nationwide)

Japan's Best-Read Newspaper

# YOMIURI

## 読売新聞



*The Courtesan Hanaogi of Ogiya  
from the series "Six Famous Beauties"  
by Utamaro Kitagawa*

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# GLOBETROTTERS

from the blackberry of deborah malone



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

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



## MARC BRESSEEL TO INITIATIVE IN GROWTH MARKET ROLE

**Marc Bresseel**, formerly of Microsoft Advertising for the last 16 years, will become President of Initiative Media's G14 markets cluster starting September 1st. He will take responsibility for

Initiative's markets in France, Germany, Ireland, Italy, Netherlands, Russia, Spain, UK, Australia, China, India, Brazil and Mexico, and report to Worldwide CEO Jim Hytner.

Marc will not only drive business growth across these G14 markets, but he will enhance their services to clients across digital, insight, strategy, planning and trading. Marc also becomes a member of Initiative's Worldwide Leadership Team and will work alongside other worldwide leaders to further develop Initiative as a leading global communications network. He will be based at Initiative's London office.

During his years at Microsoft, Marc has worked closely with both IPG and Mediabrands' leaders and clients, particularly during his recent roles as Vice-President, Global Marketing and Vice-President, Global Agencies at Microsoft Advertising. He is a native of Belgium.

He commented: "I am hugely excited at the prospect of leading Initiative's high potential markets at such an important time for the network. I am also really looking forward to applying the skills and experience from my time on the digital media owner side of the business to help deliver ever more effective solutions for Initiative's clients."

## JON WILLIAMS TO LINKEDIN

Another Microsoft Advertising veteran made a recent move—Jon Williams, who was the General Manager of Global Accounts for Microsoft's Advertising and Online Division, moved to become the Head of Global Agency relationships at LinkedIn, the world's largest online professional network with 161 million members in 200+ countries and territories.

Jon's LinkedIn team is responsible for global engagement, and will focus on helping ad agencies become aware LinkedIn's full potential in order to drive business value through adoption of services.

He tells us that 61% of LinkedIn members are located outside of the United States and the online network is now available in eighteen languages: English, Czech, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.

LinkedIn started out in the living room of co-founder Reid Hoffman in 2002. Today it is headquartered in Mountain View, California and has U.S. offices in Chicago, Los Angeles, New York, Omaha and San Francisco. International offices include Amsterdam, Bangalore, Delhi, Dublin, Hong Kong, London, Madrid, Melbourne, Milan, Mumbai, Munich, Paris, Perth, São Paulo, Singapore, Stockholm, Sydney, Tokyo and Toronto.

Jon is a native of the UK, but New York has now become his adopted home. He'll continue to be based in the Big Apple and on a plane.





**DAVE DICKMAN HEADS GLOBAL SALES AT APPLE'S IAD**

Dave Dickman is certainly an internationalist. Not only has he lived on 4 continents, but his career has spanned some of the most progressive companies in media, particularly in the television and digital spaces.

Now he takes on a new worldwide role as Global Head of Sales at Apple's iAd. His first week on the job involved jumping in feet first at the Cannes Ad Festival.

Dave tells me that iAd reaches the thoroughly engaged and incredibly loyal Apple audience through millions of iPhone, iPad and iPod touch users around the world through their favorite apps. Ads are shown only to the audience specified through the apps they love and use the most. iAd campaigns combine TV and digital to create unique, immersive experiences. No doubt, Apple's initiative will continue to shape all future forms of advertising.

Despite Dave's stints in New York, London, Hong Kong and Los Angeles with companies like Turner, Disney, Warner Bros., and Yahoo!, and three years with his own company with offices in London, Mumbai and Sydney, few may realize that Dave actually started at Procter & Gamble in St. Louis, Missouri. We wish Dave the best in his new role, and have no doubt that he'll do wonders!

**ANDREW MCLEAN'S NEW ROLE AT INVENTUS MEDIA PARTNERS**

Andrew McLean has enjoyed a long career on both sides of the Atlantic with top roles at Omnicom and WPP media companies, as well as an earlier advertiser role at the Buena Vista International, division of the Disney Company.

Just this spring, he's taken on a new role as Managing Partner at Inventus Media Partners, a division of the Gerson Lehrman Group, Inc., which provides companies with both knowledge through GLG Research and insights through various Councils and projects.

Andrew will be using his experience and skill set to provide clients with a new approach to the management of media by providing marketing and procurement executives with direct access to senior media leaders. He believes that "As the media world gets more complex and demands on accountability grow, the consolidation in media management has raised questions into the consistency in the quality of media management and performance." Inventus will also act as a strategic advisor to clients, media companies, investors and other stakeholders.



**THE 53RD ANNUAL CLIO AWARDS CEREMONY WAS HELD AT NEW YORK'S AMERICAN MUSEUM OF NATURAL HISTORY**

amid enormous dinosaur skeletons and a 94 feet long fiberglass replica of a giant blue whale. The venue dazzled as much as the awards as top CLIO honors went to: Ogilvy & Mather as Network of the Year; Ogilvy & Mather India Executive Chairman Piyush Pandey for Lifetime Achievement Award; BBDO New York as Agency of the Year; Volkswagen as Advertiser of the Year; Wieden+Kennedy London for CLIO Hall of Fame Award.

Pictured here are DDB's Chuck Brymer with Volkswagen's Luca de Meo. Deborah Malone of The Internationalist/IAA with McCann World Group's Nick Brien and the iconic CLIO statue.





*¡Felicitaciones!*

## The Internationalist Hails the LATIN AMERICAN 100

Just last year, **The Internationalist** named 50 of the marketing “movers and shakers” who comprise the top marketer talent focused on Latin America.

(<http://internationalistevents.com/LatinAmerican50/>) We now realize that by naming just 50 individuals, we have underestimated the number of dedicated marketers serving this fast-growth region.

This year’s list has been expanded to the **LATIN AMERICAN 100** to acknowledge the region's best talent and inspire others to recognize Latin America's marketing potential and growing sophistication. These marketing leaders are shaping our industry for tomorrow. Their roles may focus largely on South America, Central America, Mexico and The Caribbean, nonetheless, the **LATIN AMERICAN 100** are marketers who think differently, create great work, use innovative media ideas and generate strong results.

# THE LATIN AMERICAN 100: Today's Marketing Leaders who are Shaping our Industry for Tomorrow



These individuals represent a vast array of job titles, companies, product categories, and organizations. Some have pan-regional responsibility and are based in Miami, New York, Silicon Valley, Madrid or São Paulo; others are local role models—whether in large markets like Brazil or Mexico or in growing countries like Chile, Peru and Colombia. Several have a global focus but are clearly advocates for the region.

Despite some differences in their specific functions, all share a passion for their region, a devotion to excellence, and a belief in furthering marketing standards and best practices as their sector of the world experiences accelerating growth. Many are calling for the establishment of a shared “Center of Excellence” that facilitates discussion and branding within the region.

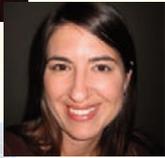


Our hope is that all will remain a vibrant part of this community for years to come and welcome new peers to this alliance of marketing leaders.

# evolve



Kim Allard



Laura Alfonsin  
 Miguel Barcenas



David Añon



Carlos Baruki

**ROLANDO AEDO**, Senior Vice President  
 Marketing, **Greater Miami Convention &  
 Visitors Bureau**

**SEBASTIAN AGUIRRE**, Global Marketing  
 Manager, **Concha y Toro Wines of Chile**

**LAURA ALFONSIN**, Associate Director of  
 Online Marketing, **Starwood Hotels & Resorts**

**KIM ALLARD**, Director Consumer insights  
 and Online Marketing, **Sony Latin America**

**DAVID AÑON**, Senior Director of Marketing,  
 Latin America, **Research in Motion/ RIM  
 (BlackBerry)**

**ENRIQUE ARRIBAS**, Advertising and  
 Corporate Sponsorships Director, **Banco  
 Santander**

**REBECCA BARBA**, Manager Global  
 Marketing & Communications, **Royal Caribbean  
 Cruises, Ltd.**

**MIGUEL BARCENAS**, Senior Marketing  
 Director - Latin American Region, **PepsiCo**

**CARLOS BARUKI**, Area Vice President,  
 Sales & Marketing Latin America,  
**InterContinental Hotel Group (IHG)**



Elisabetta Bell



Santiago Cardena



Matias Bentel



Maria Carrasquillo



Stephanie Cariglio



Fernando Cimato



Marta Clark



Egidia Contreras



José R. Costa

**ELISABETTA BELL**, Dealer Marketing Support Manager, **Caterpillar, Inc.**

**MATIAS BENTEL**, Regional Marketing Director, **Latin America & Caribbean, Brown-Forman**

**NALINI BETHEL**, Senior Director-Global Communications, **Bahamas Ministry of Tourism**

**JOEL CAMPUZANO**, Marketing Director, **Venezuela Tourism Board**

**SANTIAGO CARDENAS**, Regional Digital Director - Latin America, **Johnson & Johnson**

**STEPHANIE CARIGLIO**, Marketing Brand Manager - LVMH Watch & Jewelry, **Caribbean & Latin America TAG Heuer**

**MARIA CARRASQUILLO**, Marketing Director, **Jarden Consumer Solutions**

**LUIS CHAMPIN OLIVERA**, Manager General of Marketing Network, PromPerú, **Peruvian Tourism Board**

**FERNANDO CIMATO**, Strategic Planning & Business Developer, **Hewlett-Packard**

**MARTA CLARK**, Area Vice President/ Latin America & Caribbean, **Adobe Systems**

**EGIDIA CONTRERAS**, International Marketing Manager, **Enterprise Holdings**

**JOSE COSTA**, Vice President, Marketing, R&D and Supply Chain - Latin America and Caribbean, **Burger King Corporation**

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Luis Di Como



Brian Dye



Lori Folts



Viviana Gutiérrez



Alfredo Gonzalez



George Gutierrez



Martha Krawczyk



Aurore Hetzel



Josie Llado



Kimberly Hutchinson



Etienne Kusmierek



Pauline IM

**LUIS DI COMO**, Senior Vice President--  
Global Media, **Unilever**

**LUKE DOWDNEY**, CEO, **Luta**

**BRIAN DYE**, Marketing Director, **St. Regis Bal Harbour**

**DENISE ESTEFAN**, President, Latin America, **Radisson Hotels**

**RICARDO FERNANDEZ**, General Manager, **Andes Beer**

**GISELLE FIUMARA**, Marketing Director, **Volkswagen**

**LORI FOLTS**, Regional Head of Marketing Communications, Americas – **DHL Express**

**SERGIO GIACOMO**, Director of Corporate Communications, **Vale**

**ALFREDO GONZALEZ**, Vice President Tourism, **Greater Fort Lauderdale Convention & Visitors Bureau**

**RICARDO GONZALEZ**, Vice President Strategy- Latin American, **BUPA**

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**GLADYS GUTIERREZ**, International Channel Marketing Manager, **Western Digital**

**VIVIANA GUTIERREZ**, Marketing Director Pet Care,  
**MARS ANDINO**

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Growth Properties**

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**AURORE HETZEL**, Senior Marketing Manager, **Audemars Piguet  
Latin America & Caribbean**

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**Casa de Campo**

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**FERNANDO INTRIAGO**, Executive Director Caribbean & Latin  
American Operations, **Dollar Thrifty Automotive Group**

**MONICA JARAMILLO**, Senior Channel Manager, **Symantec**

**ALEJANDRA KELLY**, Latin American Media Coordination, **Cartier**

**GINA KILBERG**, Senior Vice President Media, **Sony Pictures**

**NICOLE KRAMER-AXELRAD**, Marketing Director,  
**Baume & Mercier**

**ETIENNE KUSMIEREK**, Director Latin America,  
**BVLGARI Corporation of America**

**MARTHA KRAWCZYK DE SEDAS**, Senior Business  
Leader - Latin America & Caribbean Region, **Visa International**

**JENNIFER LIQUORI**, Chief Operating Officer, **BELRAY**



Raúl Mandía



Dorian Mejia



Juan Marrero



Michael J. Mathé



Harold Michelsen



Ricardo Monteiro



Martin Pombo



Lourdes Montalvan



Roymi Membiola



Fabio Mendez



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Andrea Padilla



Luis Perillo



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**RAUL MANDIA**, Chief Marketing Officer, **Arcos Dorados**

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**MICHAEL J. MATHE**, Vice President and General Manager, International Division, **Toshiba America Business Solutions Inc. (TABS)**

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**ROYMI MEMBIELA**, Vice President Marketing, **Baptist Health**

**FABIO MENDEZ**, Marketing Manager - Latin America, **Delta Airlines**

**HAROLD MICHELSEN**, Marketing Manager – Ripley Corp, **The Chilean Department Store Chain**

**OSCAR MIRANDA**, Regional Marketing Director, **Hasbro Latin America**

**LOURDES MONTALVAN**, Marketing Director Essence Corp,  
**The Clarins Group**

**RICARDO MONTEIRO**, Head of Communications Latin America,  
**Reckitt Benckiser**

**JOSE MUÑOZ**, President & Managing Director, **Nissan Mexico**

**LUIS ORTUZAR**, Regional Marketing Director Latin America, **Parfums Christian Dior /Fendi Parfums**

**ANDREA PADILLA**, Marketing Director, Caribbean & Latin America,  
**Marriott International**

**JORGE PEREZ**, International Marketing Manager, **Hilton Hotels**

**LUIS PERILLO**, General Manager, **Hilton Hotels Worldwide**

**EDWARD PILKINGTON**, Global Category Director, Vodka, Rum and Gin, **Diageo**

**MARTIN POMBO**, Activation & Customer Marketing Manager, **Nokia Caribbean & Central America**

**LORENA PONCE**, Director of Marketing & Communications Strategies, **ProMexico**

**VALERIA PRADO**, Marketing Communications Manager,  
**UPS**, Latin America and the Caribbean

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José Ruiz



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Edgardo Tettamanti



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Peter Vittori



Carlos Werner

**DAVID PRECIADO**, Director – Marketing, Sales & Strategic Partnerships, **Hertz International**

**ROBERTO RICOSSA**, Marketing Vice President – Americas, **Avaya**

**AMARILYS RIVERA**, Senior Manager – Media Marketing, **Samsung Electronics Latinoamerica**

**CLAUDIA ROSTAGNO**, Marketing Manager, **FedEx**

**JOSE LUIS RUIZ**, Marketing Latin America Advertising Director, **Oracle Corporation**

**JOSE LUIS SALVADOR**, Regional Marketing Manager – Latin America, **Newell Rubbermaid**

**ERIC SAMPERS**, Marketing Director, **Pernod Ricard Americas**

**ALEC SANGUINETTI**, President, **Caribbean Hotel & Tourism Association**

**ANDREA SCHELLMOSER**, Marketing & Communications Director, **IWC**

**RAQUEL SOLORZANO**, Regional Media Manager, **Diageo**

**MARK STANLEY**, General Manager, Latin America, **Sony Computer Entertainment America**

**CYNTHIA STARK**, VP – Marketing, Planning, Brand Sponsorship & Philanthropy, **ScotiaBank**

**DIEGO STECCHI**, Director, Latin America & Caribbean, **Salvatore Ferragamo**

**EDGARDO TETTAMANTI**, SVP – Marketing Group Head, Latin America & Caribbean, **MasterCard Worldwide**

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**JULIO TUÑÓN**, Solutions Marketing for Latin America, Director of Marketing at **Lexmark International**

**CHRISTINE VALLS**, Regional Sales Director for Florida, Puerto Rico, the Caribbean and the U.S. Hispanic market – **American Airlines**

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*THE INTERNATIONALIST CELEBRATES THE LATIN AMERICAN 100*

Members of the **LATIN AMERICAN 100** were celebrated at a dinner in Miami on July 19th, made possible with the support of BBC World News, Discovery Networks, Publicitas/Charney Palacios, and Sony Entertainment. Luis Miguel Messianu, President and Chief Creative Officer of Alma DDB, offered an inspiring keynote message to the group. Messianu provoked these leaders to recognize the importance of their roles in the industry, discussed the responsibility of optimism, and suggested that “the best way to predict the future is to create it.”

All photo identifications from left:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>1 Hyatt Regency Coral Gables</li> <li>2 Luis Miguel Messianu, Alma (Dinner Speaker) and Julian Porras, Omnicom Media Group</li> <li>3 Elisabetta Bell, Catepillar and Roberto Ricossa, Avaya (center) with their spouses.</li> <li>4 Carol Henderson, GGP and Anne Goodman, BBC</li> <li>5 Lori Folts, DHL Express and Amele Ferro, Publicitas/Charney Palacios</li> <li>6 Maria Carrasquillo, Jarden Consumer Solutions</li> <li>7 Egidia Contreras, Enterprise Holdings</li> <li>8 Raquel Solorzano, Diageo</li> <li>9 Elisabetta Bell, Catepillar</li> </ul> | <ul style="list-style-type: none"> <li>10 Roberto Ricossa, Avaya and Ana Herrera, Discovery Networks</li> <li>11 Valeria Prado, UPS</li> <li>12 David Preciado, Hertz and Juan Carlos Sanchez, Sony Entertainment Television</li> <li>13 Amarilyn Rivera, Samsung</li> <li>14 José Ruiz, Oracle and Lissa Leader, BBC World News</li> <li>15 Gladys Gutierrez, Western Digital</li> <li>16 Martha Krawczyk de Sedas, Visa International</li> </ul> |
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# VEN MONEY .NET



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# New Tools to Enhance Brand Experiences *Combining Mobile, Online & Out of Home*

By Michael Mascioni

Michael Mascioni writes freelance on digital media and other topics for such publications as Internet Evolution, WARC, and Digital2Disc. He also does market research consulting work in digital media, and has done projects for such companies as Burson-Marsteller, HBO, Sony Pictures, Paramount Communications, AT&T, and the IMAX Corporation. Mr. Mascioni worked as an analyst in the broadband entertainment group at Strategy Analytics.

Changes in technology, content distribution, consumer lifestyles and advertising strategies have fueled a greater emphasis on “experiential” marketing. Plus, the ability to combine physical and virtual experiences with multimedia approaches, particularly through online and mobile communications, has opened new possibilities to enhance brand awareness and cross-promote products.

For some time, a channel like digital out-of-home (DOOH) was considered a discrete, narrow niche business, far removed from other forms of advertising. That assumption is now changing dramatically. In fact, multi-channel marketing campaigns incorporating DOOH fit in well with overall marketing trends toward more user-centric brand experiences, which often involve a greater element of play through games and other initiatives.

“Combining mobile, online and OOH elements is the only way to present a truly interactive marketing campaign in public places,” says Steve King, former VP of sales for **LocaModa**, which develops social media applications for digital signage platforms.

“Convergence is the future of digital signage,” says Rob Gorrie, Senior Strategic Adviser for **Adcentricity**, which operates a broad DOOH network from its offices in Toronto, Chicago, Ill., and New York, N.Y. “It extends marketing opportunities for advertisers and builds closer relationships with consumers.”

## The ultimate remote control

Digital signage can allow passersby to interact with large-screen games and other content, for example, by letting them use their smart phone or other mobile device as a ‘remote control.’ Exploiting the ubiquity of mobile phones—and, for that matter, web connections to digital signage, which were not typical in the early days of the medium—a popular context is created for interactive marketing in public spaces.

This “Battle of the Bag” campaign by Doritos Canada drew consumers into a battle between two chip varieties (Hot Wings & Blue Cheese) by allowing passersby to use their smart phone as a ‘remote control.’ It also won OMD Canada the Grand Prix in *The Internationalist Awards for Innovation in Media*.



Portions of this article appeared in Digital Signage Today, WARC, and Sign Media Canada

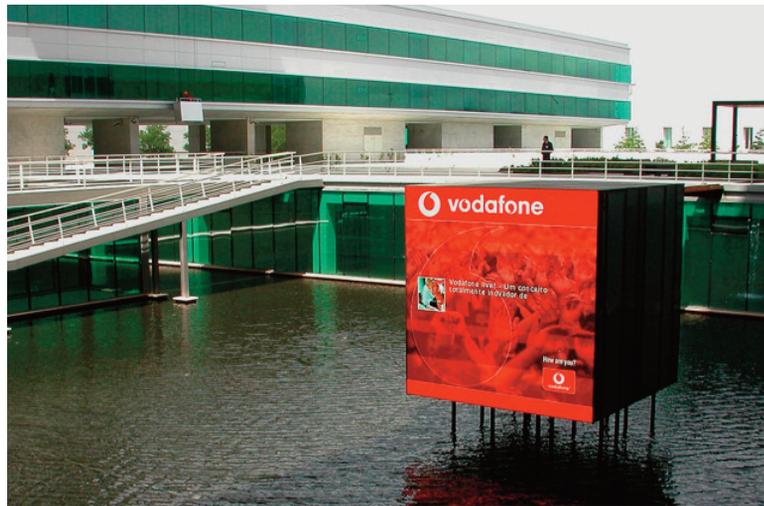
“Mobile interactivity dramatically shifts the digital signage paradigm from one-to-many to one-to-one communications,” says H. Jay Patel, president of **BlueFire Digital**, a Silicon Valley provider of mobile marketing platforms. “Mobile is comfortable for users, as it does not force them to interact at arm’s length, like a kiosk does. It eschews the need to learn how to use a new device.”

The advantages of this approach include targeting audiences better, providing more measurable advertising impact, linking various interactive media, tapping into social networks and deepening the consumer’s association with a brand and promoting greater public acceptance of mobile marketing.

“It is a powerful tool, bringing consumers closer to brands,” says Patel.

Digital signage already adds interactive marketing dynamics to many public places, but by being teamed with mobile devices, the scope of that marketing can be expanded further, offering more spontaneous and direct communications. Not only can branding efforts be enhanced, but from the consumer’s perspective, there are opportunities for user-generated content to be delivered to digital signage.

“Mobile-driven digital signage affords a higher level of interactivity that didn’t exist before,” says Jeremy Lockhorn, vice-president of the emerging media practice at



**Razorfish**, whose offices now span North America and Europe, as well as Brazil, Australia, China and Japan. “Mobile devices are becoming the ultimate remote control. They have the capability to build bridges to other media.”

Lockhorn advises taking care, however, when exploiting these new media options. “You need a clear and well-defined strategy,” he says, “and not all brands or products lend themselves to mobile campaigns.”

It is also important to offer something to the busy consumer. “To succeed, mobile signage campaigns must offer either clear entertainment or monetary value,” says Dan Trigub, chief development officer for Blue Bite, which delivers digital content to phones within select zones. “There should be unique content designed for mobile users, such as digital coupons or behind-the-scenes movie trailers.”

One relatively new trend in mobile-driven digital signage is offering downloads of mobile apps. A DOOH campaign developed by **Blue**

**Bite** and RMG Networks, for example, promoted an app for business travellers using screens in airports. This way, the app was showcased in a contextually relevant environment.

### **Increasing accountability**

One of the reasons advertiser interest has grown is accountability, as interactivity allows customer feedback. Measuring systems are particularly well-established for Short Message Service (SMS), proximity-based downloads and the scanning of bar codes and Quick Response (QR) codes.

“There is greater accountability than was previously possible in public spaces,” says Lockhorn. “The applications are more valuable from a return on investment (ROI) perspective, as they have been shown to increase brand awareness significantly.”

“The more highly interactive the campaign, the greater the data,” says Trigub. “While traditional brand impression measurements

have value, they do not offer the level of accountability providing by actual user actions, such as downloads prompted by a call to action.”

One of the earliest examples of successful interactive mobile marketing in public places was the Vodafone Cube, a 4 x 4-m (1.2 x 1.2-ft) structure that debuted in Lisbon, Portugal, back in 2002.

Developed by **YDreams**, a local interactive technology company, it targeted both visitors and employees at Vodafone’s Lisbon headquarters, allowing them to interact with multiplayer games, product demonstrations, videos and other content displayed on a large screen.

To accomplish this interactivity, users had to call a number shown on the screen, which routed them through a digital audio switchboard to a computer server. Once connected, they joined a real-time game with up to four participants in total. According to YDreams, hundreds of people interacted with the Cube’s content each day.

In 2008, BlueFire gathered user response feedback to a mobile-driven digital signage project it conducted with **Sha Keb Consultancy** on two weeknights at an upscale bar in Sacramento, Calif. The project involved a bar employee taking photos of patrons with his cell phone and sending them via Multimedia Messaging Service (MMS) to screens, where they were displayed along with text messages sent by viewers.

Starting at 10 p.m. on each of the nights, the content was run continuously for four hours. The project involved three displays, one of which was projected behind the bar. Feedback showed the most common interactions with the screens were a minute or less, but 16 viewers interacted with them for much longer, between 30 minutes and two hours. And the majority of viewers interacted more than once, including nine patrons who each sent multiple texts to the screens within a 15-minute period. The heaviest period of interaction was around 11 p.m.

That same year, **MegaPhone Labs** developed an interactive mobile campaign for **Adidas** at the **National Basketball Association (NBA) All-Star Game** in New Orleans, La. The ‘guerrilla’ campaign used a branded van, outfitted with a 3-m (10-ft) screen and parked at a street corner near the game.

“It essentially combined OOH, casual games, mobile marketing and location-based services,” says Dan Albritton, co-founder and CEO of MegaPhone. “It was designed to

encourage engagement with the brand through interactivity and add names to the Adidas mailing list. Participants received location-based SMS notifications of special events and promotions at their nearest Adidas stores.”

The interactive campaign generated three times as many opt-ins as all other promotional methods combined, including radio, TV, billboards and print. “And they opted out only half as much compared to all other paths,” says Albritton. “Ultimately, the campaign was vastly superior in terms of cost and response rate.”

### Game on!

As mentioned, games have proven a particularly effective way to raise brand awareness. In the past, for example, **LocaModa** has also partnered with **Clear Channel Spectacolor**, which operates a 12.2 x 12.2-m (40 x 40-ft) digital screen in Times Square in New York, to launch a series of interactive games for passersby.



Their first joint application was Jumbli, a word game based on text messaging and also playable from a dedicated website. Standing in Times Square, players submitting the highest-scoring words from their mobile phones could then see their names appear on the screen, along with online players' winning entries. The game ran four to five times each day, with ads appearing on a lower portion of the screen.

LocaModa also developed an interactive game for the same billboard on behalf of **Harrah's Entertainment**. In this case, the application took the form of a mobile-controlled virtual slot machine.

"Very simple games with clear instructions and a user-friendly interface tend to perform best in public places," says Jayne Karolow, LocaModa's director of community. "Users in the OOH environment must be able to enter a game at any time and immediately understand how it works or they'll simply move on."

**Social networking**

Other DOOH cam—paigns have achieved success by tying in with

social media for marketing purposes.

"This fusion of OOH and online social networks is powerful in helping extend the reach of brands and advertisers," says LocaModa's King, "while offering consumers the benefit of connecting seamlessly with their peers, whether they are at the same venue or in distant locations."

Extending the reach of an initial OOH campaign to the web through social networking features, King claims, can deliver more overall impressions than an OOH project could on a stand-alone basis. Several years ago, his company calculated a generic text message campaign via a digital signage network comprising 1,000 bars, for example, would generate 60,750 messages from consumers per month, whereas a localized campaign connected to a social network would yield 431,000 messages per month.

LocaModa's past efforts to bring social networking to digital signage have allowed consumers to interact, via their mobile phones, with content on large screens in coffee

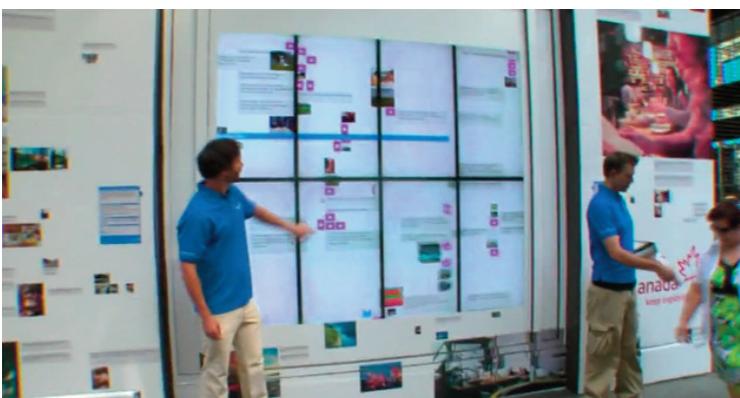
shops and other locations, then transfer those interactive experiences to Facebook and other social networking sites. Thus, a customer in a social setting like a bar could interact not only with fellow patrons in the same venue, but also with friends elsewhere online.

Customers can also choose to respond, via text messages, to an interactive 'call to action' within a digital sign ad, then see their responses instantly posted on that venue's social network pages and news feeds. LocaModa and OOH ad agency Posterscope have found these and other social media applications are an ideal way to run an advocacy campaign or offer consumer rewards and are beneficial in creating greater audience engagement.

In 2010, the Italian clothing company **Diesel** ran a two-week 'Be Stupid' multi-platform campaign in Denmark, developed by **Comtech Experience** using **Never.no software**. Centred on the theme of "the relentless pursuit of a regret-free life," the branding project invited the public to submit photos of themselves and their friends in amusing and playful poses, which were then displayed on Facebook, digital signs in Diesel stores and projected wall surfaces in Copenhagen simultaneously.

The advertiser was prepared to let anything happen, with the campaign using only real-time content moderation.

"One of the goals was getting customers more involved with the



brand,” says Karsten Solaas, managing director of Comtech. “Another key goal was building a longer-term relationship by attracting members to their Facebook group. The campaign succeeded in generating a great deal of activity through that group.”

Also in 2010, the **Canadian Tourism Commission** (CTC) launched a promotional campaign in the U.S. that used social media and user-generated content to create Twitter-based ‘storescape murals,’ featuring a stream of photos, videos and conversations relating to Canadian cities, cultural experiences and vacations. Developed by **DDB Canada**, the campaign encouraged Canadians and Americans alike to interact with the digital billboards, including passersby who could use them as touch screens.

In this case, digital signage was an outgrowth of CTC’s extensive social media efforts, as well as part of a broader campaign that included TV and radio ads. The idea was to highlight unique, compelling qualities of Canada to American travellers.

Response was positive, with 97% of participants becoming followers of CTC’s Twitter feed, 20,000 people actively tweeting during the campaign, 5,000 photos posted, 40,000 views of CTC’s YouTube vacation travel programming and a total of five million impressions.

### Stumbling blocks

Nevertheless, the medium still faces some challenges. Lockhorn cautions

against “overloading consumers with more ad clutter.”

King at LocaModa agrees.

“Consumers have been bombarded for so long by passive media, they tend to block out advertising altogether,” he says. “The key challenge is conveying to the customer that this kind of experience is in fact interactive.”

Another stumbling block in the past has been a paucity of technology to properly integrate mobile devices with digital signage. Specialized companies have developed a wide array of products to fill the gap.

“Mobile-driven digital signage marketing campaigns are currently limited in their reach, requiring the marketer to balance scale versus impact,” says Lockhorn, “but as technology standards continue to emerge, the scale will come. Marketers who experiment today will be in a stronger position once that scale is achieved.”

He also points out the effectiveness of an interactive technology in a public setting will depend on the environment where it is applied. An application that works well in an airport, for example, may not be suitable for a coffee shop.

“Also, it’s not clear these techniques are well-accepted by a majority of advertisers,” says Steven L. Gurley, senior vice-president (SVP) of global marketing and business development for Symon Communications, which develops software for digital signage, information kiosks and other media. “Some are resistant to these

techniques because they often focus on small audiences. And a significant number of advertisers are confused and threatened by the new mobile landscape.”

According to Donna Boyer, a manager for **Reach Media Networks**, advertisers and marketers should into account the strengths and weaknesses of different forms of interactivity.

“It is important to format material correctly, to ensure it works properly on mobile phones,” she says. “The content strategy should be well-calibrated beforehand.”

### Future momentum

Despite any remaining limitations, momentum is continuing to build for mobile-driven digital signage. And its emergence has been in tandem with the growing implementation of gesture-based interactive systems in public spaces.

“There will be greater convergence between mobile and gestural systems, opening up even more expansive forms of interactivity in those settings,” says Vincent John Vincent, president of Toronto-based **GestureTek**, which uses ‘applied computer vision’ camera-based technology in multimedia displays, exhibits, digital signs, kiosks and gaming systems.

In such ways, the digital signage sector continues to transform interactive marketing into a more powerful, engaging and intuitive experience, while also expanding in scope as an element of cross-channel marketing.

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# Top Alcohol Beverage Producers Agree To Exceed Current EU Marketing Standards, And To Enforce Them Though Self-Regulation



In addition to being the General Counsel for the IAA, Eric Vaughn-Flam is a Senior Partner of the firm Sanders Ortoli Vaughn-Flam Rosenstadt LLP, [www.sovrlaw.com](http://www.sovrlaw.com) where he heads the Intellectual Property and Advertising Departments.

by Eric Vaughn-Flam Esq.

Eric Vaughn-Flam Esq., the General Counsel for the IAA, shares the legal perspectives and opinions for today's ever changing global advertising landscape.

As an exemplary example of that self regulation works in the advertising industry, leading producers from the European alcohol industry launched a comprehensive initiative to strengthen independent advertising self-regulatory schemes for alcohol beverage marketing by establishing a set of common standards for their marketing communications throughout the European Union.

Under the Responsible Marketing Pact, AB InBev, Bacardi, Brown-Forman, Carlsberg, Diageo, Heineken, Pernod Ricard and SAB Miller, will work with the World Federation of Advertisers (WFA), EU and national associations to agree and implement common standards for responsible advertising and marketing aimed at adults of legal purchase age, which will be subject to external scrutiny through independent monitoring and public reporting.

These standards will be designed to:

- Prevent minors from inadvertently seeing alcohol beverage marketing communications on social media.
- Set a common adult demographic standard for alcohol beverage marketing communications across all media,

thereby limiting undue exposure of minors to drinks ads.

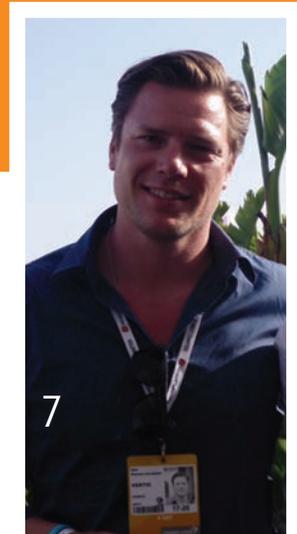
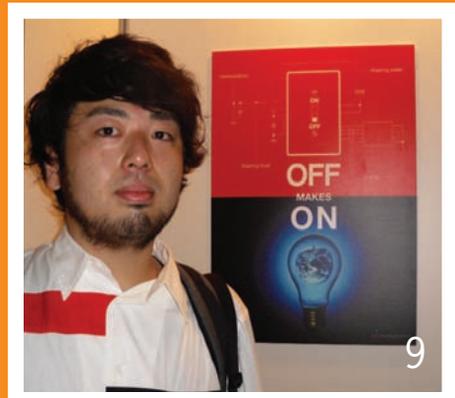
- Prohibit any alcohol beverage marketing communications that might be particularly attractive to minors by ensuring that the content of ads appeals primarily to adults.

The initiative will provide consistent guidelines and enforcement in both letter and spirit of rules to ensure ads primarily appeal to adults of the legal purchase age.

As a EAHF European Alcohol and Health Forum commitment, the Responsible Marketing Pact has to comply with the monitoring and reporting requirements of the EAHF. It will be subject to continuous oversight by the European Commission and WFA will present a first progress report on implementation and compliance with the agreed common standards by June 2013. A final report is due by February 2015.

This is a stunning example of leading producers in a market sector, volunteering to update, strengthen and self regulate advertising standards in their industry.

PEOPLE AND PLACES



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12,000+ GATHER AT CANNES AD FESTIVAL

This year's Cannes Lions Advertising Festival may have been the largest and hottest on record—both in terms of weather and creating buzz for the industry. Not only did President Bill Clinton and Olympics leader Lord Sebastian Coe offer perspectives at the Palais, but news like WPP's agreement to purchase independent Digital Powerhouse AKQA (valued at \$540 million) sparked conversations as the industry worked hard and player harder on the sunny Mediterranean coast.

All photo identifications from left:

- 1 Kate Stephenson, Omnicom Media Group
- 2 Lynne Kraselsky, ESPN
- 3 Steve Piluso, PHD
- 4 David Bell, Pegasus Capital/Creative Realities
- 5 Jane Barrett, McGarryBowen and Philippe Paget, AdForum
- 6 Marc Bresseel and Tim Collison—both Initiative
- 7 Kim Plesner-Jacobsen, Vertic
- 8 Olivier Legrand and Jon Williams—both LinkedIn
- 9 Takahisa Nagata, Kuwasawa Design School, Tokyo, Japan and 2nd Place Winner in the IAA Dentsu Poster Competition
- 10 Kunio Eto, Hakuodo and Yukinori Sasaki, Dentsu Inc.
- 11 Deborah Malone, The Internationalist/IAA and Hervé de Clerck, AdForum/ACT Responsible

COLOMBIAN STUDENT WINS POSTER COMPETITION

The 4th annual IAA-Dentsu Global Student Poster Competition announced its top prize winner, Ms. Catherine Varela Mendoza, of Universidad Jorge Tadeo Lozano in Bogota, Colombia for her work entitled "Time Never Returns."

The global student poster competition was undertaken in support of the United Nations action on sustainable development and the lead up to the Rio 2012 Conference. Earlier competitions have focused on climate change, biodiversity and sustainability.

The brief asked students to creatively communicate how through "Sustainable Development," nature, life support and communities can be sustained with the ongoing development of people, economy and society. Entries were invited from undergraduate students studying advertising and marketing communications and design course.

The awarded work will be used to create an international public service pro-bono campaign in support of the United Nations' action on sustainable development.

All photo identifications from left:

- 1 Yosuke Hiraishi, Dentsu America; Nubia Martinez, IAA Global; Kiyoharu Yukiyoishi; IAA Japan Chapter; Deborah Malone, IAA/Internationalist; Koichi Seki, Dentsu Inc; Seiko Mori, Dentsu Inc; Marie Scotti, IAA Global; Yukinori Sasaki, Dentsu Inc.
- 2 Catherine Varela Mendoza, World Champion, Universidad Jorge Tadeo Lozano, Bogota, Colombia
- 3 Catherine Mendoza; Maher Nasser, Acting Head Department of Public Information, United Nations and Yukinori Sasaki, Deputy Director External Relations Office, Dentsu Inc.

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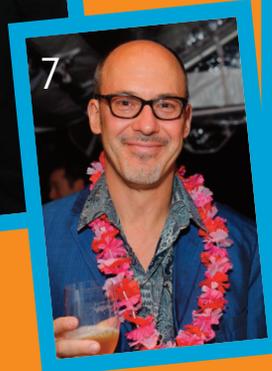
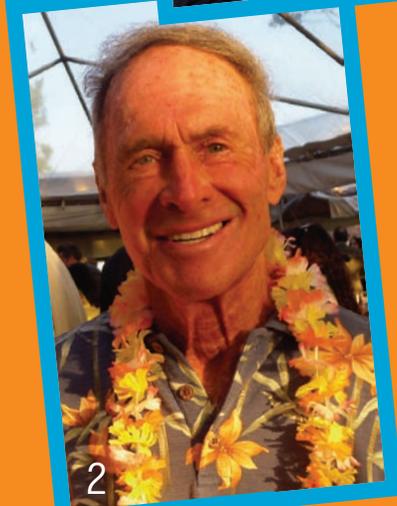
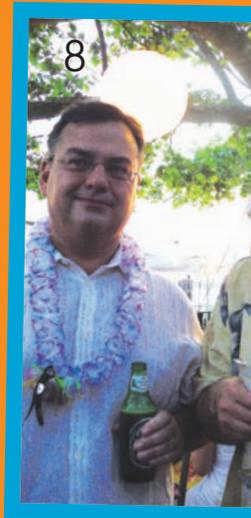
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TIP OF MANHATTAN TRANSFORMED TO A POLYNESIAN LUAU

The New York Chapter of the International Advertising Association hosted its Annual Summer Ball at Battery Park Gardens with a Polynesian Luau theme—complete with native dancers, fire throwers, flower leis, a pig roast, and cocktails served in coconuts. The organization's Summer Ball is a key fundraising effort for the United Nations Foundation, as well as a memorable networking evening for the international advertising community.

All photo identifications from left:

- 1 Andrew Korniczky, JC Decaux
- 2 Larry Levy, LJI Associates
- 3 Russell Carter, Financial Times and Bob Amberg, National Geographic
- 4 Jill Goldring, Bloomberg and Sean Lough, Dow Jones
- 5 Rik Gates, CNBC
- 6 Carl Fischer, Bloomberg
- 7 Dick Soule, YouTube
- 8 Eric Vaughn Flam, SOVR; Len Blaifeder, BNY Mellon; and Brendan Banahan, Wells Fargo
- 9 Guests at the Google Table
- 10 Olivier Berton and Francisca Hoogeveen – both Publicitas
- 11 Scott Daly, Dentsu West Network
- 12 Guests at the Time Table
- 13 Guests at the Seeking Alpha Table
- 14 John Williams, BBC World News
- 15 Polynesian Fire Throwers
- 16 Polynesian Dancers
- 17 Polynesian Hosts

Contact our team: Conover Brown, Melissa Worrell, Natalya Meytin, Jeannie Ng, Shirley Wai  
 conoverbrown@worldmediaonline.com melissaworrell@worldmediaonline.com

## Olympic Ad Highlights

With the official opening of London 2012 an expansive field of brands--both official partners and otherwise--are taking final positions for a multi-million pound marketing bonanza which British media owners hope will create a much-needed golden summer of advertising.



**EDF:** U.K. power company EDF Energy will illuminate the London Eye during the Olympic

Games and Paralympics with a light show made from Games-related tweets. The “Energy of the Nation” initiative will measure the nation’s mood using data from 10 million U.K. Twitter users with tweets filtered by brand experience agency Ignite and a team of graduates from MIT. The results will be used to put on a “low carbon” light show each night at 9pm drawing attention to EDF’s London Eye sponsorship and London 2012. A “mission control” structure at the London Eye will enable visitors to participate using digital and social media. An accompanying web site, mobile and Facebook apps have also been created.

**Lego:** Lego’s just-launched Olympic outdoor campaign, “Great building, Great



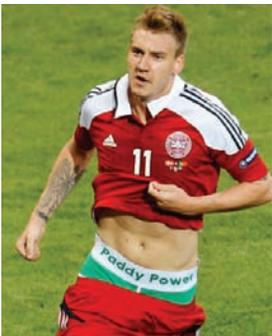
Britain,” is for its new Team GB mini figure range spanning boxers to sprinters and gymnasts. No less than 35 ads have been created by agency Dazzleship featuring different Lego Team GB figures smiling above a strapline wishing each athlete good luck. The push will be further supported by digital outdoor and digital executions will be regularly updated to ensure the campaign keeps pace with events once the Games get underway.

### Channel 4 Paralympics:

A striking 90-second TV ad is the current highlight of



Channel 4’s multi-million pound “Meet the Superhumans” strategy—the broadcaster’s biggest single marketing push in its 30 year history. The spot, underlining the channel’s role as official broadcaster of the London 2012 Paralympic Games, was created by the channel’s in-house agency 4Creative and directed by Tom Tagholm. Launched simultaneously across 78 channels at 9pm GMT on July 17, its pounding soundtrack is Public Enemy track “Harder Than You Think.”



**Paddy Power:** With its reputation for controversial advertising it was only a matter of time before Irish bookmaker Paddy Power, not an official Olympic sponsor, crossed swords with LOCOG (the London Organising Committee of the Olympic and Paralympic Games)—which it did just days before the Games’ opening. By sponsoring an egg and spoon race to take place in the Burgundy, France town of London on August 1, Paddy Power claims in its current poster

campaign to be: “Official sponsor of the largest athletics event in London this year! (Ahem, London France that is).” LOCOG’s response—to instruct outdoor company JCDecaux to remove the campaign from high profile sites—prompted the bookmaker to instruct its lawyers. However on July 25, LOCOG backed down.

**Adidas:** The latest installment of Adidas’ “Take the Stage” Olympics strategy is a simple yet striking print and TV push focused on top British athletes. The series of posters and films, created by agency Sid Lee, began with print executions featuring just the tagline. A second wave, launched in mid-July, expanded on this theme. Each print execution pairs an individual athlete with an individual message—a portrait of heptathlete Jessica Ennis, for example, accompanying the line: “Take the Crown.” The emotionally-charged film, meanwhile, is suitably nation-rousing featuring top British athletes and the mental challenges of competing at the highest level on the global stage. Another recent ad featured David Beckham surprising Team GB fans in a photobooth.



Source: <http://www.fastcocreate.com/1681309/the-12-best-ads-of-the-2012-olympics>



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