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Agencytwofifteen

New Business

- Won Easton-Bell Sports branding

People

- Hired Mike Parsons as Managing Director who joins the three partners who formed the agency, Scott Duchon, Executive Creative Director; Mike Harris, Director for Strategy; and John Patroulis, Executive Creative Director

Avrett Free Ginsberg

New Business

- Nestlé Purina One

New Campaigns

- Paris Hilton Tease fragrance launched in August

People

- Agostino Colotti promoted to CFO/COO

The Axis Agency

New Campaigns

- Suave Emmy campaign with Sofia Vergara
- Degree Women Latin Grammys campaign with Shaila Durcal
- Tr3s — New brand launch and U.S. Hispanic social media campaign
- Arbor Mist "Great Tasting Wine with a Splash of Fruit" U.S. Hispanic media program
- Kraft "Huddle to Fight Hunger" Hispanic TV and radio PSA campaign

Honors

- Bronze Telly Award and Silver Communicator Award for U.S. Army Hispanic Heritage Month Video

Campbell-Ewald

New Business

- BrassCraft new product launch
- Centers for Disease Control and Prevention — partnered with Academy for Educational Development to provide national marketing communications support of "[Communities Putting Prevention to Work](#)"
- U.S. Coast Guard — media support and creative production

New Campaigns

- GM Military Discount and Chevrolet — "Cell Phones for Soldiers" support and promotion materials

- Launched 7th annual "Thrive" campaign for Kaiser Permanente
- "A Million Miles Away, Right Down the Street" launch campaign for MotorCity Casino Hotel
- OnStar "Live On" brand relaunch campaign
- Owens Corning "Top it Off" national retail campaign launch in The Home Depot
- Partnership for a Drug-Free America — "TimeToTalk" PSA ads (pro bono)
- USAA "Auto Circle" and "Home Circle" campaign launches
- U.S. Navy "Start Small" PSA campaign to promote community volunteerism
- U.S. Postal Service "Simpler Way to Ship" campaign Flat Rate Envelope launch

People

- James Jorgensen named Group Management Supervisor
- Denis Mohr named Director of Experiential Marketing

Campbell Mithun

New Campaigns

- Launched "Make Today Famous" back-to-school advertising campaign for Famous Footwear
- Launched integrated campaign for Syngenta Seeds' Agrisure Viptera branded corn seed trait — collaborated with Weber Shandwick Minneapolis on a re-launch of the [website](#)
- In-park campaign for Toro at Minnesota Twins' new Target Field stadium

Honors

- "Carnival" ad for Hefty named AdWeek's "Ad of the Day"

People

- Rachael Marret named President of Campbell Mithun
- Lynn Cerra, named Director of Integrated Operations
- Sean O'Brien named Director of Technology and Innovation

Operations

- Campbell Mithun merged with MRM Minneapolis to accelerate its alignment with consumer-engagement needs of the future.

Carmichael Lynch

New Campaigns

- Launched the [Get More Gs](#) campaign to introduce the 2011 Subaru WRX and STI, featuring rally driver Dave Mirra

Honors

- Won an Emmy Award from the Heartland Chapter for TV spot, "Genghis Khan" for the Denver Museum of Nature and Science
- Named to *Advertising Age's* inaugural list of Best Places to Work in marketing and media

Carmichael Lynch Spong

New Campaigns

- Worked with client Sherwin-Williams to participate in the ninth annual *TODAY Show* Lend a Hand TODAY program with Al Roker. Sherwin-Williams presented thousands of dollars of paint to Eagle Mount, a local facility for children with special needs.
- Hosted a blogger event with client SUPERVALU at a Jewel-Osco store in Chicago to educate attendees on how to eat more nutritiously, cook more creatively and shop more efficiently.

Casanova Pendrill

New Campaigns

- Tr3s: MTV launched "I Feel Tr3s" campaign
- Nature Valley "Shapes" for both Spanish and English language television

Honors

- Gold OBIE Award for UNICEF "Dirty Water"
- Ad Stars, Grand Prix, Public Service Announcements for UNICEF "Dirty Water" and Silver Interactive for

UNICEF www.dirtywaterinfo.com

- Recognized by the *Orange County Business Journal* as one of the "Best Places to Work in Orange County"

Current Lifestyle Marketing

New Business

- Disaronno
- Vitalicious
- Weleda

New Campaigns

- House of Waterford opening in Waterford, Ireland

People

- Michelle Magat Williams promoted to Executive Vice President

Dailey

People

- Gabrielle Weinman joined as EVP, Creative Integration Director
- Bill Melton joined as SVP, Digital

Operations

- Formally aligned with Draftfcb, with new Los Angeles management team identified:
 - Tom Lehr promoted to President
 - Richard Bronshvag and Bill Waldner both promoted to EVP, Creative Director to run the creative department along with new hire Gabrielle Weinman, EVP, Creative Integration Director

Deutsch Inc., a Lowe & Partners Company

New Business

- New York won global creative duties for Microsoft's business-to-business account

New Campaigns

- New York launched the "Locals" campaign for DIRECTV NFL SUNDAY TICKET featuring one of the first ever iAds
- New York introduced "Punch the Pig" for PNC's Virtual Wallet, a money-saving virtual game
- LA launched the "Meet Marcus" campaign for PlayStation PSP and a new campaign for the PlayStation Move, featuring TV, radio, and online-only spots, as well as a series of eight interactive websites to highlight special product features and additional information
- New York launched the "Printervention" campaign for Kodak, incorporating long-form DRTV spots and revolutionary DRDTV (Direct Response Digital TV) spots
- New York launched a campaign for client Aruba with the new tagline "One Happy Island"

Honors

- LA won two gold National Addy awards for its "Dear PlayStation" campaign for Sony PS3 and gold National Addys for the "MLB 09: The Show" campaign for PlayStation and the "Cable Corp" campaign for DIRECTV
- LA won a Bronze Film Lion at the Cannes International Advertising Festival for the 2009 NFL SUNDAY TICKET campaign for DIRECTV

DeVries Public Relations

People

- Donna Newton joined as Director of New Business Development

Draftfcb

New Business

- Chicago became Kikkoman's retail AOR and also won Sony Retail

- Greater China won Mengniu in China
- Hong Kong won the China Construction Bank, The Sands Macao Hotel account, Pay by Phone (PPS) and the MTR's property development Area 56
- New Delhi won Godfrey Phillips cigarette brand, FourSquare
- Lodestar UM won Coke in India
- India won the Tata Teleservices' Tata Indicom and Walky businesses
- New York, with Draftfcb Healthcare, won an international Cymbalta assignment and the Gilenya assignment from Novartis
- New Zealand will provide advertising and specialist media relations services to Statistics New Zealand for its 2011 Census. New Zealand also won Stella Travel Services, Save the Children and Sony Electronics.
- San Francisco won Electronic Arts CRM
- Portugal won Cofidis Férias
- Lisbon won responsibilities for Esporão and Prove Portugal
- Buenos Aires won Citric
- Istanbul won Lezita and Leroy Merlin
- Kuala Lumpur won Commerce Trust
- Melbourne won Museum of Australian Democracy Old Parliament House
- Mexico City won the Instituto Federal Electoral business
- Milan won Amplifon Corporate and Bresola Rigamonti
- Montreal won the Stevia
- Switzerland won World Vision, Schweiz (online service) and TVA Tactical Conversation
- San Francisco is working with the California Public Utilities Commission (CPUC) to drive social change that creates a long-term reduction in California's energy consumption
- Giovanni+Draftfcb won Banco Itau and Body Tech
- Italy won Amplifon and Rigamonti

People

- Giovanni+Draftfcb hired Erica Campbell as Media Director and promoted Ricardo John to Executive Creative Director of Giovanni+Draftfcb São Paulo
- Chip Hoyt joined Chicago as EVP, Group Management Director of Retail
- Sarah Montague joined Chicago as SVP, Group Management Director
- Michael Fassnacht named president of Draftfcb Chicago
- Greater China hired Pully Chau as Chairman and CEO
- New York promoted Kevin Smith to CFO
- Darren Moran is joining New York as EVP, Chief Creative Officer
- Dana Maiman promoted to Draftfcb's Global Operating Council and now serves as CEO of Draftfcb New York and President and CEO of Draftfcb Healthcare
- Mexico hired Ariel Senzacqua and Martín Giudicessis as new Creative Directors
- Yolanda Cassity, SVP and Group Management Director, hired to lead the multicultural efforts for Draftfcb West Coast
- Munich hired Stephan Horvath as Managing Director
- Pamela Wellner joined San Francisco as Social Change Director

New Campaigns

- Orange County launched the second webisode for Taco Bell's "**Super Delicious Ingredient Force**"
- South Africa launched the "Keep Flying" campaign
- Chicago handled outdoor, digital and mobile for "Refuel" campaign launch for MilkPEP
- Shanghai launched a new campaign for Chips Ahoy!
- Hong Kong launched a new campaign for the Kowloon Motor Bus Company with a new animated character "Brother Bus"
- Horizon.Draftfcb Kuwait launched campaigns for Yasra Fashion, Behbehani Trading, Fantasy World, Dow and UTC
- Horizon.Draftfcb Jeddah launched campaigns for Perfetto pasta, MoneyGram and Luna Cream
- Johannesburg launched the Vodacom Player 23 "Make the Circle Beega" campaign, and Vodacom "Daddy Cool" campaign
- London developed a new campaign for the UK Post Office
- India unveiled the second installment of HCL's "Technology that Touches Lives" campaign

Honors

- Chicago Managing Director Karen Sauder named one of *Ad Age's* "2010 Women to Watch"
- Chicago won first place for the Kmart Protégé new product launch in the Consumer Integrated Marketing Campaign category at the Chicago Association of Direct Marketing Show
- Chicago was again selected as one of the "101 Best and Brightest Companies to Work For" by The National Association for Business Resources (NABR)
- Chicago honored as a recipient of the 2010 Alfred P. Sloan Award for Business Excellence in Workplace

Flexibility in the greater Chicago area

- New York won Silver for Plan B at the 2010 Effie Awards and the U.S. Census team won "Best Branded Content, \$25 Million or More" and "Best Multicultural Media Plan" in the 2010 Media Plan of the Year contest
- The 2010 U.S. Census campaign won five awards across multiple disciplines at the Summit International Awards' 2010 Summit Marketing Effectiveness Awards
- San Francisco won a Silver Effie for EA
- Orange County and San Francisco won a silver Effie for Pup-Peroni
- Spain won three honors at the Eventplus Awards, including "Best Event of the Year," "Best Promotional Event" and "Best Event for Kid"
- Sweden won four honors at the 2010 Cannes Lions for "The Hero," created for Radiotjänst
- New York Chief Strategy Officer Vita Harris named an industry Legend by the 2010 ADCOLOR Awards committee
- Ronnie Dickerson, Interactive Media Supervisor at Chicago named a Rising Star by the 2010 ADCOLOR Awards committee
- Israel won a Gold Effie for Gindi Holdings

Operations

- Chicago partnered with mobile marketing and advertising technology solutions leader Velti to strengthen the agency's mobile offering
- Launched the Institute of Decision making to better understand and influence consumers' decisions

Draftfcb Healthcare Worldwide

Area 23

New Business

- Auxilium Pharmaceuticals, Testim
- Roche, MabThera
- Novo, Nordisk

People

- Dave Garson joined Area 23 as EVP, Managing Director

New Campaigns

- Produced a POA video (The W Team) and a rep motivational e-mail blast for Daiichi-Sankyo's Welchol
- Created an in-office DTP campaign for Auxilium's Testim

Draftfcb Healthcare

New Business

- ILARIS from Novartis
- With Draftfcb New York, won Lilly's Cymbalta
- Won digital CRM duties for Flibanserin from Boehringer Ingelheim
- Won Vivus Qnexa
- Won Media AOR for the Flector Patch from King Pharmaceuticals

People

- Diane DePaolis joined Draftfcb Healthcare as EVP, Creative Director, Branding
- Holly Henry, PhD, named SVP, Group Medical Director
- Stephanie Schulman promoted to SVP, Account Group Supervisor
- Don Matera joined Draftfcb Healthcare as EVP, Creative Director
- Meaghan Shawcross joined as SVP, Account Group Supervisor
- Hee Sun Yu joined as SVP, Account Group Supervisor
- Barbara Jackson promoted to EVP, Management Supervisor
- Susan Perlbachs promoted to SVP, Creative Director

New Campaigns

- Produced a new campaign for Koate-DVI for Talecris Biotherapeutics
- Created a "Call for Entries" campaign for the 24th Annual Rx Awards
- Launched Centocor Stelara's "361" campaign

Honors

- Manny Awards

- o *Med Ad News* named Drafftcb Healthcare the "Most Creative Agency"
- o "Live in My Skin" campaign for Stelara won "Best Disease Awareness Campaign"
- o Alpha 1 Foundation work won "Best Philanthropic Campaign"

dDFCB

New Business

- Digital unit, dDFCB, added new client Bayer, working on its Diagnostic Imaging business
- Digital assignments for Pegasys from Genentech
- Boehringer-Ingelheim's e-Channel business

Mosaic

New Business

- Won Simponi and category management assignments from Centocor Ortho Biotech Inc.
- Added three brands from King Pharmaceuticals pain portfolio: Embeda, Acurox and Remoxy
- Won Centocor Ortho Biotech Inc's Abiraterone

NeON

New Business

- Won additional assignments from Pfizer

People

- Steven Schmidt promoted to SVP, Account Group Supervisor
- Kim Barcenilla joined as SVP, Account Group Supervisor
- Promoted John Timmins to EVP, Managing Director

ProHealth

New Business

- Named AOR for ARIAD Pharmaceuticals Inc.
- Won Testim from Auxilium Pharmaceuticals
- Won Bristol-Myers Squibb global HCV franchise

FutureBrand

New Business

- Australia won RapidTransit, Wagga Wagga city branding, La Trobe University and ZoosVictoria
- Singapore won UFA Sports Asia Branding

People

- Nick Sykes named Managing Director, FutureBrand London
- Tom Adams appointed Chief Digital Officer, FutureBrand Worldwide

Geomentum

New Business

- With UM San Francisco, won new assignments from Schwab (hyper-local campaign planning and measurement) and Microsoft (support of Microsoft retail stores throughout the 2010 Holiday season)

People

- Lisa Bradner named President of Geomentum

GolinHarris

New Business

- Sargento
- I Can't Believe It's Not Butter
- EMC
- MetLife
- Glaxo Smith Kline Biotene

- Coleman's Mustard
- AT&T
- NADAGuide.com
- Callcredit
- George State Immunization Program
- Bling Nation
- Gevalia Coffee
- Octopus

New Campaigns

- Launched Nintendo Wii Games: Summer 2010 national competition with Olympic gold medalist Shawn Johnson
- Promoted General Mills Cheerios' **Do What You Love** contest
- Raised awareness for GSK's new Nicorette mini Lozenge with a campaign featuring Dr. Drew Pinsky of *Celebrity Rehab*
- Publicized Sécurité Routière's newest road safety campaign, "Insoutenable"
- Launched Tetrapak's 30th anniversary celebration of the juice box
- Kicked off Boehringer Ingelheim's Science in the *Family* campaign to promote science education
- Supported the Amgen Tour of California, the largest professional cycling race in the U.S.

People

- Appointed Darby Doll as Managing Director in China
- Appointed Jeremy Walker as head of Sports Marketing and Branded Entertainment in Hong Kong
- Appointed Dan Zukowski, SVP, Corporate Communications, Los Angeles
- Appointed Gregory Papajohn, SVP, Corporate Communications, New York

Honors

- Named one of the Best Places to Work for by the *Los Angeles Business Journal*
- Named one of Chicago's 101 Best and Brightest Companies to Work For by the National Association for Business Resources
- Received three PRSA Proto Awards for work with Avery Dennison and Toshiba Storage Devices

Gotham

New Business

- Creative AOR for Denny's Restaurants

New Campaigns

- Worldwide introduction of Maybelline's latest mascara, Volume Express in 30+ countries
- Launched Maybelline as official sponsor of Fashion Week
- Launched global debut of new campaign for Lindor Truffles, featuring Roger Federer
- Launched new integrated creative platform for Newman's Own, "Let the food speak for itself"
- Unveiled new work to launch the latest line of next generation Britax car seats centered around critical importance of head safety
- Launched new campaign repositioning Yellowbook as a holistic marketing service provider for small business

Honors

- One Show Interactive
 - American Heart Association "Hands Symphony" Microsite won a Bronze Pencil
 - Waterford "Clink-Clink" iPhone App won a Merit
- Mandela Day "We Each Have What It Takes" campaign won a Bronze Effie
- New York Festivals:
 - AHA "Hands Symphony" Microsite won a Bronze World Medal
 - Waterford "Clink-Clink" iPhone App won a Finalist Certificate
- CTAM Mark Awards
 - Time Warner El Paquetazo campaign nominated as finalist

Hill Holiday

New Business

- Major League Baseball

People

- Chris D'Amico joined as SVP, Group Creative Director
- Chris Wallrapp joined as SVP, Marketing Director

Honors

- 2010 OMMA Awards Website Excellence Award for Liberty Mutual's [ResponsibilityProject.com](#)
- 2010 Trailblazer Best Unbranded Campaign by PM360 Magazine for Novartis's "1 in 3 People" campaign

HUGE

New Business

- AOL Autos [site](#)
- After a successful redesign of [History.com](#), HUGE was tapped by A&E Television to revamp [Biography.com](#)
- Expanded relationship with Cellular South
- Working with Flip camera to improve integration of its store into overall site experience
- Four Seasons Hotels and Resorts
- Hertz Advantage Rent-A-Car
- The Museum of Modern Art (MoMA) online store
- Real Simple No Time to Cook mobile application for the iPhone, iPad and Android
- Beats by Dre, new athletic headphones PowerBeats, created by Dr. Dre and LeBron James
- Redesigning [GolfChannel.com](#)
- Harlem Village Academies
- [TeacherPassion.org](#)
- [LegalZoom.com](#)
- Nutrisystem mobile presence and platforms for iPhone, Android and Blackberry
- Phoenix House

New Campaigns

- Transitioned [AnnArbor.com](#) site to a new hosting provider for Advance Publications
- Pepsi extended its Refresh Project and award an additional \$1.3 million for projects to help people in the Gulf
- HUGE created Perfunkt to engage Electrolux customers long after their home appliance purchases.
- Updating *Always Sunny in Philadelphia* [iPhone app](#)
- Launched [Notes on Digital](#), the company's first public-facing blog

Honors

- Won four awards at the 2010 OMMA Awards: Pepsi won Best in Show for the Pepsi Refresh Project, Best Integrated Online Campaign in the Non-Alcoholic Beverages and [Reuters.com](#) and [History.com](#) were honored for Web Site Excellence in the News/Politics and Non-News Entertainment: TV categories, respectively

ID Media

New Business

- LA won People Media, a subsidiary of [Match.com](#), that specializes in highly targeted online dating
- NY won Insound Medical, the world's first and only 100% invisible hearing device
- NY is partnering with UM to extend Maybelline and Garnier reach through the strategic use of DRTV
- NY is working with Tierney to drive enrollments for American Public University

New Campaigns

- Cayman Islands, as part of its spring/summer destination campaign, tested iPad advertising that generated engagement 50 times greater than banner campaign averages

Media Partnership Corporation

New Business

- Providing media services for the Centers for Medicare & Medicaid Services (CMS), teaming with Sawyer Miller on a new print and TV campaign addressing fraud prevention
- Selected as Gotham's media partner for Chobani

New Campaigns

- MPC partnered with Gotham to launch Inoa, the new ammonia-free in-salon haircolor from L'Oréal Professional

Initiative

New Business

- Germany won Gettings and Bang and Olufsen
- Greece won IKEA
- Italy won Bresaola Rigamonti
- Initiative Chile won Ban Chile
- Argentina won Unilever - SEM 2010 and VAQUITA
- USA won Qualcomm Tracker Division and State Farm / Pacific Northwest Region
- Australia retains Bunnings

Honors

- Initiative Austria: BrandConnection named #1 media agency client satisfaction survey 2010 by *Fonk Magazine*
- Bant Breen, President, Worldwide Digital Communications, was inducted into the AAF Hall of Achievement
- Mexico awarded Bronze at the Creative Circle Awards for Burger King campaign
- Mexico won in the Best use of media mix category at the "Círculo de Oro" event for Burger King campaign "No esta tan grueso"

People

- Kendra Hatcher King joined Initiative Worldwide as Worldwide Director, Insight and Innovation
- Michael Maurantonio appointed Brand Leader, Initiative Switzerland
- Anneliese Douglass named National Strategy Director, Initiative Australia
- Andrew Davis joined Initiative Sydney as Digital Director
- Andrew Mudgway appointed MD, Initiative Melbourne
- Alex Altman named CEO, Initiative UK
- Maren Kahl appointed Communication and Consultancy Director, Initiative Germany
- Todd Gordon promoted to SVP, Managing Director National Broadcast, Initiative USA
- Jason Harrington joined Initiative USA as SVP, Group Account Director
- Marco Cordero rejoined as Digital Director of Initiative Mexico
- Initiative Denmark appointed Jonathan Lang as Digital Strategy Director

Insidedge

New Business

- Providing internal communications support and counsel for Kaplan Inc. and Kaplan University Group
- Kraft Foods global project to communicate significant changes in their employee travel program plus employee engagement program for IT

IW Group

New Business

- Warner Bros. Pictures

New Campaigns

- McDonald's - "Under the Moonlight, We Celebrate" (Korean and Chinese)
- MetLife - "Dragon Boat" (Chinese) and "Passing Down Values" (South Asian)
- Pacific Gas & Electric Company - "We Can Do This"

Honors

- Won Community Leadership Award from AT&T for Asian Pacific Islanders for Professional and Community Advancement
- Received 2010 Leadership Award from by Leadership Education for Asian Pacifics (LEAP)
- Won Inspiration Award from Asian Professional Extension, New York
- Earned Dynamic Achiever Award from OCA Westchester/Hudson Valley Chapter

Jack Morton

New Business

- Allen & Overy Global Partners Day 2011
- Avaya APAC Business Partners Conference 2011
- Biosense AFIB Unplugged Meeting
- CCTV Nairobi Broadcast Set
- Disney Online Studios Competitive Analysis
- Ericsson China Mobile 4G Experience - Live Launch
- Facebook AdTech Exhibit
- GM International Operations Sales & Marketing Conference
- HSBC GSD Corporate Film
- IBM Leadership and Sales Events
- MasterCard Forum (with Weber Shandwick)
- NBA on TNT Broadcast Environment
- Pharmanet Tradeshow Environment
- Samsung Unpacked at 2011 Mobile World Congress
- Schroder's Sovereign Wealth Fund Forum 2010
- Standard Chartered IPO Summit
- Thomson Reuters Developer Events in London and Paris
- Zappos Holiday Boxes (via Mullen)

New Campaigns

- Cotton "Fabric of Our Lives" tour launch
- HSBC CEO roadshow
- Microsoft Tech. Ed conference in Australia
- Samsung Partner Employee Training Events
- VMworld 2010 conference for record-breaking 17,000 attendees

People

- Daryl Butler joined as SVP, Managing Director, Los Angeles

Honors

- Won Stevie for Best Launch Event for global launch of Samsung's 3D TV that Jack Morton created (with Weber Shandwick)
- 2009 viral video for Nokia Nseries, *Nokia Focus Group*, won a Cannes Lion for Special Effects and Computer

Lowe + Partners

New Business

- Deutsch/Lowe + Partners won Microsoft business-to-business
- Unilever Heart Health Brands (Global)
- DLKW Lowe won Halfords
- China won Founder IT, Xiamen C&D, and Taobao
- Bangkok won Western Union
- Lowe Lintas won Expedia
- Lowe Strateus won BIC
- Lowe Brindfors won Telenor
- Indonesia won Frisian Flag, Good Time Foods
- Vietnam won Vietnamobile, Total Lubricants, Chivas and Panadol
- Philippines won Unilab, Pro Friends Realty and Sunnyworld

People

- Pom Chairyaporn joined Lowe Bangkok as Chief Creative Officer
- Rupen Desai promoted to President Lowe South East Asia

Honors

- Celebrated more than 50 years of partnership with Unilever

Operations

- Lowe + Partners launched OPEN, new retail activation unit with launch events in London, São Paulo, Shanghai, Jakarta, Bangkok, Prague and Warsaw

The Martin Agency

New Campaigns

- Launched "Peggy," campaign for Discover Financial Services
- Created "Tangier Island" for [ESPN3.com](#)
- Worked with the American Cancer Society on the "[More Birthdays](#)" campaign which features major recording artists and their interpretations of the "Happy Birthday" song plus original pieces inspired by American Cancer Society statistics
- [FreeCreditScore.com](#): new band campaign
- Debuted first three spots featuring Victorious Secrets, the [FreeCreditScore.com](#) band selected after a nationwide contest
- Launched two new brand spots for Pizza Hut featuring new tagline, "Your favorites. Your Pizza Hut"

Honors

- In the Titanium & Integrated Lions Awards, won a Gold Lion for "We Choose the Moon" campaign for the John F. Kennedy Presidential Library on the 40th anniversary of the moon landing. This campaign also won 4 Cyber Lions Awards - Gold, 2 Silver and a Bronze.

McCann

New Business

- McCann Erickson and UM in Australia and Japan won Japan Tourism Agency for the Australia market
- Birmingham (UK) won more GM Vauxhall Motors national advertising in the UK; plus additional work in the US for Harley-Davidson; and an integrated direct response campaign for Cardiff Pinnacle Insurance, part of BNP Paribas Group
- WMcCann Brazil won marketing for two Brazilian magazines, *Veja Rio* and *Veja São Paulo*; and Kipling bags
- China won Haier's Casarte and Fisher & Paykel
- Colombia won two lines of business from Corona, Grival (faucets) and floor and wall surfaces
- Hong Kong won Ngong Ping 360 tourist attraction; and Merck Sharp & Dohme Nasonex
- India won Reliance BIG Entertainment, CBS media joint venture, Srei Infrastructure, Legrand India and creative duties for Dabur India's new vitamin and mineral supplements
- TAG Ideation India won creative for Zee Network's Hindi news channel, Zee News
- Los Angeles won IHOP restaurant chain and digital duties for eHarmony
- Manchester appointed to handle all advertising work for leading retail, leisure and tourism destination Liverpool ONE
- UK buy, sell and loan store Cash Generator appointed Manchester to handle its web search business
- Ethan Allen Design Centers tapped New York for marketing and creative consultancy services
- Pakistan won Pfizer Anne French hair-removing cream and the Trade Development Authority of Pakistan
- Philippines won Papa Catsu, 3M's Command Hooks and Nexcare Bandages
- Lego Australia appointed Sydney to handle its creative account for its Christmas 2010 campaign
- Vienna won the Austrian Tourism Association and Kelag energy utility

New Campaigns

- London worked with Microsoft Windows Phone on a new experiential campaign for its sponsorship of Secret Cinema, Blade Runner
- London's Shreddies cereal brand "Knitting Nanas" ad campaign went on a social media mission to find the next "knitting nana," [through Facebook](#)
- NY worked with Major League Baseball and its Players Association (MLBPA) along with the White House, the Ad Council, Michelle Obama and the U.S. Department of Agriculture to support [Let's Move!](#) aimed at raising healthier kids
- San Francisco launched HP's Summer Music Campaign to promote HP computers with Beats Audio
- San Francisco created a takeover of Grand Central station and New York City ferry terminals for iShares which features original art commissioned by McCann. Later this year, BlackRock will auction the art and donate the proceeds to a not-for-profit arts organization.
- Los Angeles launched a branding campaign for LifeLock
- MacLaren McCann launched an integrated campaign for Lotto 6/49, an outdoor campaign for the launch of the new Xbox game, *Alan Wake*
- MacLaren McCann launched a sponsorship campaign for Cadillac and the Toronto International Film Festival and created 15 original ads that celebrate Cadillac, Buick, GMC and Chevrolet innovations for a special Rethink issue of *MacLean's Magazine*
- New York launched new campaign for Ethan Allen
- To help a group of motorcyclists called [Ride With the 40](#) raise money and awareness for the Families of Flight 93, four New York agency volunteers created the group's social media platform and rode with RW40 on the entire trip
- Birmingham launched the 100,000 mile Lifetime warranty for GM's Vauxhall Motors
- Mexico created "Protection means let them grow" for Nestlé brand Nido 1+
- New Delhi developed a new MasterCard 'Escape' campaign

- Sydney developed two campaigns for MasterCard
- Sydney developed a new TV spot for the launch of Nestlé Honey & Oat Cheerios
- Manila launched 'Let's make it easy' campaign for the Bank of Philippine Islands
- Taiwan developed an integrated campaign for CHIMEI
- Malaysia developed a new TV spot for KFC for the launch of its new Hot and Spicy Shrimp menu item
- Thailand developed a new brand campaign for the Tourism Authority of Thailand
- Malaysia created a new Coca-Cola campaign for Ramadan targeting teens
- Thailand created a campaign for the launch of Cadbury Adams Ltd's new Clorets Infinity mint and gum
- Singapore created an integrated, interactive campaign for the launch of Panasonic's new Viera 3D TV
- Singapore created an online viral campaign for the world's first Youth Olympic Games

People

- Eric Keshin named CEO, McCann Worldgroup EXP
- Lee Daley promoted to Chief Strategy Officer, McCann Erickson Worldwide
- Aude Gandon named Global Account Director for L'Oréal
- Nicole Cramer joined McCann Worldgroup as SVP, Chief of Staff
- Mitch Caplan hired as Chief Marketing Officer, McCann Erickson North America
- David Kisilevsky named to the new role of McCann Worldgroup sub-regional director, Central Eastern Europe
- Joe Garcia named President, McCann Midwest and Account Director, General Motors USA
- Carol Lam named Chief Creative Officer, Managing Director of Shanghai
- Nick Constantinou joined London as Managing Director
- Gray Dudek named Managing Director for Birmingham's McCann-i digital division.
- Mark Strong, EVP, named NY's first Chief of Staff
- Wayne Fletcher, EVP, named Innovation Partner for NY
- Julie Griffin joined McCann Worldgroup as SVP, Global Client Finance
- Pedro Pina transferred from Portugal to London as SVP, EMEA Regional Account Director on MasterCard Europe
- Thierry Halbroth promoted to Executive Creative Director of the Cathay Pacific Central Team in Hong Kong
- Bob Eagen joined Los Angeles as SVP, Group Account Director, to lead LifeLock business
- Louise Clements hired as SVP, Senior Digital Strategist & Analyst, MacLaren McCann
- Oriol Bomb, SVP, named Head of Planning for Spain, and Marta Carreras, SVP, named Account Director for Coca-Cola at Madrid
- Lori Schwartz named Chief Technology Catalyst, McCann Worldgroup North America
- Gina Soloperto joined NY in the new position of SVP, Director of Project Management
- WMcCann Brazil promoted Fabio Mattiazi, SVP, to Creative Director of Digital Development

Honors

- At Cannes International Advertising Festival, McCann Worldgroup agencies won 19 Cannes Lions:
 - In the Film Lions awards, San Francisco (nee TAG) won Gold, Silver and Bronze for Microsoft Halo 3 ODS "The Life"
 - Madrid won 2 Bronze Film Lions: for client Campo Frio Finissimas and for Coca-Cola Coke Zero
 - Chile won a Bronze Film Lion for BCI's The Roses Foundation
 - NY won a Bronze Cyber Lion for General Mills' Golden Grahams
 - In the Outdoor Lions Awards, Madrid won Gold for Coca-Cola Coke Zero
 - Won three Bronzes in the Radio Lions: Madrid for ASEFA Estudiantes; Oslo for Netcom GSM and Marketel for Federation of Quebec's Alzheimer Societies
 - Sun/MRM Worldwide São Paulo won a Bronze Direct Lion for Charity Lodge
 - McCann Worldgroup Thailand's MRM won a Silver PR Lion for LG mobile phone launch "Love code" campaign
- At the ADFEST 2010 Lotus Awards held in Tokyo
 - Thailand won Gold for Ivy Thai Traditional Coffee's and Silver for Hygiene Colour Bleach
 - Hong Kong awarded Direct Agency of the Year, plus 2 Silver Direct and a Film Lotus Bronze for Volkswagen GTI's 'Love Speed' campaign. Hong Kong also won a Silver Film Lotus for Wellcome Supermarket's, and a Bronze Direct Lotus for The Brain magazine
- Malaysia won a Silver for The French Culinary School in Asia, Mumbai won silver for Onida
- Peru won a Gold Effie for Nestlé / Nutrition Health and Wellness campaign and a Silver Effie for MasterCard / Christmas Promotion Campaign
- MacLaren McCann won Best In Show, plus 2 Gold and 1 Silver at the 2010 Extra Awards, celebrating excellence in Canadian newspaper advertising
- Marianne Fey, EVP, Managing Director of McCann Midwest, was selected by Automotive News as one of the 100 leading women in the North American automotive industry
- Adweek listed McCann New York's TV spot for Kohl's as the most effective back-to-school spot among

30 spots examined

McCann Healthcare

New Business

- Adair Greene McCann won additional business from Abbott Vascular for its global branding and strategic alliance group plus its peripheral vascular and vessel closure product lines
- McCann Healthcare Australia won GlaxoSmithKline Stiefel KOL (Key Opinion Leader) Program 2010
- McCann Healthcare China won GSK Seroxat 15th anniversary campaign
- Complete Medical Group (CMG) China won Danone literature review for SFDA (State Food and Drugs Administration) on the enhancement of Vitamin B12 into water
- Echo Torre Lazur awarded the Triluma account from Galderma and the global launch assignment of Telapavir from J&J
- McCann Healthcare India won Abbott Hepatology pre-launch and launch of Heptral; a GlaxoSmithKline medical education project; a J&J Physician education program; and a Resmed India Health Monitoring Device
- McCann Healthcare Indonesia won Les Labs Servier
- McCann Healthcare Japan won Mundipharma (opioid products / non-cancer pain management); CSL Behling corporate website; Allergan Botox; 3M Nexcare Facemasks; GSK Lamictal; Sunstar Gum and Butler Gel dental products; SSP Drewel, OTC sleep disorder drug; and J&J Vision Care Ophthalmology
- Regan Campbell Ward won AOR assignment for Alexion Pharmaceuticals' Soliris for the PNH indication and Sunstar dental health program
- RCW McCann Healthcare won AOR assignments for Amgen's Vectibix, Proleukin from Prometheus Therapeutics & Diagnostics, a pre-launch obesity product from Orexigen Therapeutics and a global AOR assignment from Millennium Pharmaceuticals, the Takeda Oncology Company, for three pre-launch oncology products
- McCann Healthcare Singapore won AstraZeneca corporate work, Innovail Aesthetics, GSK Paed Vaccines (advisory board); and Merck Serono Oncology
- CMG Singapore won J&J Asia Pacific Contact Lens Leaders summit
- McCann Healthcare South Korea won NycomedOmnaris launch symposium, Janssen Priligy launch campaign, GSK Bonviva Hero Symposium, RB Gaviscon Patient promotion, Dong-A/GSK Zeffix Dong-gi Symposium, Choongwae Livalo 5th Symposium and AstraZeneca Crestor Galaxy Symposium
- McCann Healthcare Thailand won Novartis Sando Statin KOL Management Advisory Board 2010; Thai Health Promotion Board Sexual Health Project; J&J Dermabond consumer project; Nutramedica Regro hair treatment; and a Nescafé Stimuli assignment

New Campaigns

- McCann Healthcare Japan launched Forteo, Japan's first self-injection treatment for Osteoporosis
- McCann Healthcare Singapore launched the third phase of Singapore Red Cross's 3-year campaign, culminating in the Blood Donor Tree Project
- For Pfizer, McCann Healthcare Australia launched Viagra 12-pack and AJP (Australia Journal of Pharmacy)

People

- John Cahill promoted to CEO of McCann Healthcare Worldwide
- Mark Worman promoted to EVP, McCann Healthcare Europe
- Darren Magick appointed Managing Director, McCann Healthcare Southeast Asia
- Milan Agnihotri appointed as Head of Planning, McCann Healthcare Southeast Asia
- June Laffrey appointed Creative Director of McCann Healthcare Sydney, Australia
- Sam McCourt appointed as Client Service Director, Caudex Medical Sydney, Australia
- Diana Ying appointed Director of Strategic Planning for McCann Healthcare China
- Neeraj Mehra appointed Director, Business Intelligence for McCann Healthcare APAC and EMEA
- At Torre Lazur McCann, Jaime Kent promoted to Associate Creative Director / Art; and Rosanne Christie hired as VP, Strategic Planning

Honors

- Joanne Duckman, Torre Lazur McCann Director of Production Services, Dan Hassan, Executive Creative Director of RCW Group, and Bill McEllen, President of Echo Torre Lazur, all voted among *PharmaVoice's* Top 100 Most Inspiring People in the Pharmaceutical/Healthcare industry

Momentum

New Business

- New York is partnering with NBC/Universal to produce the Alzheimer's Foundation of America's "Together For Care" Telethon
- New York is launching FanVision with NFL teams for the 2010 season on behalf of Miami Dolphins and

FanVision owner Steven Ross

- Atlanta won Coke Zero's 2011 on-campus experiential program to manage all on campus messaging, sampling, food service, and events
- Atlanta & NYC won digital, social media, and live event activation for the 2011 Screen Actors Guild Awards simulcast
- Atlanta won all marketing efforts for the City of Atlanta and will lead brand campaign, strategy, sponsorship, and live events for fashion, music, ATP tennis, and fundraising galas
- Sydney won the launch of Coca-Cola Australia's new loyalty program
- Sydney won Weight Watchers and Te Hana Sparkling Wines
- São Paulo secured Nestlé's newest brand, Garoto, a project for Natura and Martins plus Nestlé's "Planeta Natureza" execution at Winter Festival
- São Paulo won Martins "Christmas Project"
- Manchester to develop in-store material and promotions for William Hill's World Cup retail account
- Germany becomes lead agency for utility provider Thüga, the opening of the FIFA Women's World Cup 2011 and was commissioned by Bayer Material Science
- Milan secures Adidas Originals Geopolis 2011; Vodafone's 2010 Dealer Convention; Corriere della Sera, the visual merchandising project of Giochi Preziosi and Chicco's contests; website development
- St. Louis running 2010 National Mall Tour Campaign for General Growth Properties; expanding business with Tacony and deploying proprietary mShare for Sewing and Craft Club brands

New Campaigns

- Sydney launched Telstra's new broadband plans, conducting consumer research that found that 25% of Australians would rather go a day without food, heating, TV and their mobile phone than their Internet access
- Sydney launched the new Dettol "No Touch" Hand Wash System
- São Paulo launched "Campos do Jordão Winter Festival" for Bradesco Nestlé's "Promo Choco Lovers" for Nestlé
- Brazil launched "Natura Homem" in Paris for Natura
- Handforth completed the Refresh and Rebalance Project with Boots
- London launched an **experiential/social campaign** for Rowntree's Randoms and created a **social movement** for the launch of Kinect for Xbox
- London activated Ricoh's title sponsorship of the Ricoh Women's British Open at The Royal Birkdale Golf Club and launched a fully integrated campaign for TAM
- London activated the TAM Airlines sponsorship of the Maria Rita concert at London's famous music venue Koko
- Germany launched the "Feierabend-Athleten" campaign for PUMA
- Poland launched pro sales force program "Amica Golden Club" for Amica Wronki S.A. and pro-sales campaign for La Roche-Posay (L'Oréal Poland)
- Toronto launched Kraft Peanut Butter: 2010 Spread the Feeling Tour and Kraft LU Biscuits Experiential Sampling Program
- Toronto created "A Refined Pairing" for Porter Airlines and Glenfiddich
- St. Louis launched Folgers Jingle Contest, **Band of Buds** for Budweiser and an educational tour around Northern CA for Pacific Gas & Electric promoting SmartMeters
- Detroit, along with McCann Erickson, MRM and Weber Shandwick, launched a **Car Hunters** campaign for Chevrolet
- Chicago launched the Back to School program for Office Depot
- Singapore successfully completed production of the 2010 Youth Olympic Games
- New York activated the American Express sponsorship of the 2010 US Open tennis
- New York activated its 7th season of American Express' sponsorship of Mercedes-Benz Fashion Week
- New York on tour executive producing Verizon Wireless' "How Sweet the Sound," a 14-market tour in search of the best church choir in America
- New York activated the 2010 U.S. Open and PGA Golf Championship on behalf of American Express

People

- Donnalyn Smith promoted to Regional Director, USA.
- Laura Loughlin's role of Head of Live Events Group discipline expanded to General Manager of New York office
- Richard Black promoted to Client Services Director of New York
- Simon White named Managing Director of Momentum London
- Meera Sharath Chandra appointed as Momentum UK Executive Creative Director
- Nina Lucato joins as Creative Director in São Paulo
- Mateus Prado promoted to Events Creation Director in Brazil
- Rachel Clarke joins as Head of Engagement Intelligence in London

Honors

- Momentum "Still leading while others follow" per *Event Marketer Magazine's* IT LIST 2010

Momentum ranked in "Ten Suppliers you need to know" by *Marketing Week UK*

- Momentum UK ranked 11th in *Marketing's* Top Field Marketing Agencies 2010
- After only two years of existence, McCann Momentum was ranked by the two leading German advertising magazines *Horizont* and *Werben und Verkaufen* as number 10 in the creativity ranking of German agencies
- Warsaw's campaign for Viagra "Original man's world" chosen as the best campaign during the internal meeting of Pfizer representatives from 11 countries
- Sydney picked up four awards at the Australasian Promotional Marketing Association (APMA) Star Awards
- Brazil won a Bronze for "Nestlé Arraial dos Sabores" and a Bronze for "Nestlé Latas Históricas" at the Prêmio Colunistas awards
- Brazil secured a bronze for "Lenovo F1" at the Globes Awards
- Tokyo's work on Coke "Happy Music" took 2nd place in Best Use of Event Marketing (more than 5 venues) at the Pro Awards 2010
- Microsoft's Advertising Week Event Activation took home 2nd place — Best Campaign Generating Brand Awareness and 2nd place — Best Dealer, Sales Force or Business-to-Business Campaign at the Pro Awards 2010

Operations

- Momentum and UM joined to announce the formation of a new, full-service social media unit in the UK called EI@UM
- Momentum's Music, Entertainment & Branded Content discipline recently expanded to Los Angeles, which has allowed for collaboration and seamless integration with sister agency, PMK*BNC, and additional concentration in development of entertainment programming, IP properties, and strategic partnership alliances
- Formerly "Trigger Momentum," Gothenburg officially re-launches as Momentum Gothenberg

MRM Worldwide

New Business

- London won Kraft Philadelphia and Tragus Holdings
- New York won VF Corp
- MRM Starsky won Boxer
- Philippines won digital AOR for Coke, Sprite, Royal Orange and Real Leaf Ice Tea plus digital AOR of Bank of the Philippine Islands
- MRM Hong Kong Media won paid search project for Bayer's World Contraception Day promotion

New Campaigns

- Italy partnered with UN's FAO to launch **social** and **mobile** applications
- Thailand launched **augmented reality** for LG
- **Buick Model Year Refresh 2011** goes LIVE
- Korea launched **microsite** for QUA

People

- Marc Kremer named Managing Director MRM Japan
- Donald Lim appointed MD, MRM Philippines
- Teresa Nord named SVP Director of Innovations in MRM Detroit
- Lance Shields appointed Digital Marketing Director at MRM Tokyo
- Jon Burleigh named CFO for MRM Worldwide
- Jen Faucon named Managing Director for MRM Dubai
- Jill Cooley appointed SVP Client Engagement Director for all GM Brands
- Gilles Portail named CFO MRM Paris
- Lance Shields named Digital Marketing Director MRM Japan

Honors

- India won Bronze at Campaign India Digital Media Awards for Nat Geo Genius
- Thailand won a Silver Cannes Lion for LG Lollipop
- Brazil won a Bronze Cannes Lion for Invasion
- MRM London became ISO-27001 certified

Mullen

New Business

- Planet Fitness
- 1-800-Flowers

- Products for Good
- University of Miami School of Business
- Bob Stores (PR/Social)
- ECCO (PR/Social)
- Springpad (PR/Social)

New Campaigns

- AdCouncil multi-media components to expand women-focused *Save a Life* TV campaign
- American Signature Furniture: Miss America and LeBron James kid's furniture lines
- New **CSX website**
- FourSeasons global repositioning initiative
- GM CUV **4th generation website**
- GM CUV \$1925 "Built-in Value" campaign - only OEM brand to quantify certified value
- GM — PR/Social influence team assisting with Chevrolet Volt Unplugged Tour
- Grain Foods Foundation - Sandwich Night in America
- Highmark Direct - launched new retail stores
- Launched first brand campaign for JetBlue since being named AOR
- New **brand website** for Kumon
- Worked with MassMutual and partner Meredith Publishing to create women-focused financial health content
- Olympus **Stylus Tough Proof**
- Olympus **PEN Your Own Story challenge**
- Planet Fitness — "It's Your Planet"
- Shout (S.C. Johnson) — re-launched "Color Catcher"
- Timberland PRO — *Stay on your feet*

People

- Kevin Grady named SVP, Director of Design
- Brian Tierney appointed SVP, Creative Director

Operations

- Launched dedicated mobile media practice
- Launched Superfine, re-branded design capability

Honors

- John Moore, Chief Media Officer named an *Advertising Age* Media Maven
- Won a number of honors at the AdClub of Boston Media Maven Awards:
 - Best Use of Digital Media: Zappos
 - Best Use of New Media: Olympus
 - Best Use of Media Research: JetBlue
 - The Media Responsibility Award: Timberland
 - Rising Star: Brenna Hanly
 - Media All-Star: Katelyn Nugent

MWW Group

New Business

- AI Copeland
- Marcum, LLP
- Code Hennessy
- National Action Council for Minorities in Engineering, Inc.
- YMCA of Metropolitan Los Angeles
- Euromed USA, Inc.
- Toffler Associates
- Alternative Resources, Inc.
- Usher's New Look
- I3 Group, Ltd
- The Millennium Foundation
- CCS Materials, Inc
- PSomasFMG
- Mets, Schiro & McGovern
- Bonanzle, Inc
- Polio Network of New Jersey

New Campaigns

- Cooking Up Social Media Buzz for Jimmy Dean and Hillshire Farm at BlogHer '10

Honors

- *PRNews* — Digital Firms and Teams of the Year
- *PRNews* — Top Places to Work in PR
- Golden Bridge Awards — Best Midsize PR Firm of the Year

NAS Recruitment Communications

New Business

- Boston won Nestlé Waters
- Cincinnati won Dannon
- Denver won Berry Company
- Raleigh won Columbus Regional Healthcare System
- San Diego won UCSD Health System

OAG

New Business

- Won Nationwide Insurance

New Campaigns

- Launched major airport advertising campaign for Computer Associates in domestic and international markets targeting business travelers

Octagon

New Business

- Octagon Athletes & Personalities
 - Signed rising tennis star Christina McHale to a full representation agreement
 - Signed Johnny Dutch, 5-time All-American and 2010 NCAA Champion hurdler for representation
 - Signed representation contracts with surfing stars Owen Wright, Alana Blanchard and Granger Larsen
 - Signed WNBA star and Hall of Famer Nancy Lieberman for representation
 - Secured Herradura Tequila endorsement for Emmitt Smith
 - Signed NBA star Josh Childress for representation and 5-year contract with Phoenix Suns
- Australia won Lion Nathan/Budweiser sampling program and was named AOR for Pacific work wear brand King Gee
- Germany won Adidas/NBA "5 United 2010" grassroots assignment
- UK won Cisco London 2012 Olympic project
- India won commercial strategy assignment for Delhi Daredevils
- Octagon Marketing Americas
 - BMW Olympic Games marketing plan
 - Direct TV strategy development
 - Microsoft global sponsorship strategy
 - Guthy Renker entertainment strategy
 - BT Super Bowl Hospitality

New Campaigns

- Athletes & Personalities coordinated Randy Johnson's Geico TV commercial
- U.S. Athletes & Personalities/Octagon Digital launched Twackle powering dynamic ad unit displaying the most popular sports content from Twitter along with Geico branding and content
- Australia launched 3-year program for Rexona: Australia's Greatest Athlete and XXXX Gold Summer Bright
- Octagon Marketing Americas launched Bank of America NASCAR entertainment screening and Susan G. Komen Foundation project
 - BMW 5 Series summer sales event activation at 308 dealers

People

- Alexandre Leitao became President, Octagon Brazil as a result of the acquisition of sports marketing firm, B2S
- Wayne Eldevick and Heather Kelley joined to head Octagon Global Events & Hospitality division
- Celebrity talent marketing expert Maria Conti joins Octagon First Call

Operations

- Expanded South American footprint by acquiring Brazil sports marketing firm, B2S, with offices in São Paulo and Rio de Janeiro
- Expanded hospitality capability by creating Octagon Global Events & Hospitality division

ORION Trading

New Business

- Australia won Youi
- France won Lixir, Brother France, Nouvelles Frontieres and Iglo
- Mexico won Grupo Bimbo, Juguetes Famosa and Totto
- Spain won PC City España
- U.S. won New York Jets, Ethan Allen and Ameriprise
- U.S. facilitated alliance between client Bloomingdale's and Continental Airlines for Fashion On-The-Go
- U.S. created partnership between clients Raymour & Flanigan and Kodak and won additional business with Kodak

People

- Brendan Kamm promoted to SVP, Client Services

Rogers & Cowan

New Business

- Scripps Networks Interactive's The Cooking Channel and The Food Network
- Scion's Unlock the tC
- Kraft's *Real Women of Philadelphia* featuring Paula Deen
- WebSafety
- Fanta
- Sprite Refresh Your School Playground
- Coca-Cola's "Behind the Lens"
- Quiznos
- Coldwell Banker
- The Seaport Marketplace (NYC)
- Reality Rocks Expo
- Bahamas International Film Festival

New Campaigns

- Canadian Tourism Commission Product Placement and Promotional Campaign with Universal Pictures
Scott Pilgrim vs. The World
- Microsoft "Kinect World" Premiere
- Discovery Channel's *Shark Week*
- Origins Earth Month Concert
- Sunglass Hut Flagship Opening
- Ray-Ban Aviator: The Essentials Event
- "A Pea in the Pod" Heidi Klum Event
- *LA Times* Celebration of *Food & Wine*
- 25th Anniversary of the Rock n' Roll Hall of Fame
- Coca-Cola Happiness Barometer and Cascal Launch
- Knowledge Adventure *Get Moving with Brooke Burke* for *Wii* game launch
- Zynga's First Anniversary of *Mafia Wars*
- USA 7's Rugby Collegiate Championship
- amFAR Cannes and amFAR Cinema Against AIDS
- Elton John AIDS Foundation's *An Enduring Vision*
- Swarovski's Fashion Night Out event

Reprise Media

New Business

- Won Sunpower in US and EMEA

New Campaigns

- Launched regional Kia campaign for the dealers' association

R / G A

New Campaigns

- Launched **Nike BOOM** workout application for iPhone and Android
- Created Nike Signature Moves Film Room — a basketball event based on Signature Moves for the World Basketball Festival
- Launched Walmart "**Project Dream Dorm**"

Honors

- Cannes Design Lions: Barnes & Noble nook, Corporate or Brand Identity - Large Scale Corporate Identity Schemes

Rivet

New Campaigns

- New York produced a series of DRTV and branding spots for the United States Tennis Association, airing on the web and during major tennis tournaments including the US Open

New Business

- The New York Media team collaborated with Rivet San Francisco to pitch and win the Boy Scouts of America account
- Organic growth was achieved when New York Media teamed with Rivet Chicago to expand the scope of work on the Wagner account to include media planning & buying

People

- Chicago hired Lori Murphy as SVP, Client Service Director
- Chicago hired Liz Robinson as SVP, Strategic Planning Director

Shopper Sciences

New Business

- The Home Depot
- NCR
- Coca-Cola Lab
- Boston Market

People

- Jeff Griffin joined as SVP/General Manager

Operations

- Shopper Sciences was launched at the IPG Emerging Media Lab

Tierney Communications

New Business

- Altius Education, Inc.
- American Public University
- Brandywine Realty Trust
- Devereux

TM Advertising

New Campaigns

- Launched new spot for Bausch & Lomb: "Outside the Box"
- Launched new **website** for Daikin
- Launched new spot for Dallas Film Society, "The Talk"
- American Airlines fully integrated New York Initiative

- Launched re-designed Milestone website for **American Airlines**
- Launched three American Airline radio spots: "Out of Office," "Coffee Shop," "Offices"

Honors

- 2010 NCSTD Mercury Award for Texas Tourism's "Texas on Tour"
- Dallas Film Society's spot "The Talk" selected for the 2010 *Communication Arts Advertising Annual*

People

- Susan Scull named SVP, Account Director

UM

New Business

- Ecco Clothing appointed UM as Global AOR in the US, China and the UK
- Canada named Coca-Cola Canada planning and buying AOR
- Rally@UM won Wells Fargo social media and, Sephora social media
- Germany won Safilo, Bofrost and Razor Toys
- Spain won government agency, M Igualdad, which focuses on equal rights for all citizens and better working conditions. Spain also won RedTrabaja, the Ministry of Social Affairs
- Croatia added McDonalds
- Italy, Spain, Denmark and Norway pulled together to win Bang & Olfsen throughout these European regions
- Lodestar UM won *Coca-Cola* regional AOR for all Coca-Cola brands
- Japan appointed media buying and planning agency for Mars Japan Limited
- Chile won Parex, Marina Arauco Mall and Jack Daniels
- Colombia won BCSC Bank, Central University and Falabella

Honors

- J3 won seven J&J James E. Burke Awards in a wide range of categories for the following brands: OneTouch, Acuvue, Listerine, Aveeno, Johnson's Baby and Neosporin and a global award for Digital campaign with the Acuvue® KSM "Read Between the Lines" program
- Trixie Ferguson, Experience Architect, named to *min Online's* "Sweet 16"
- Alejandro Fischer, Dorothy Zarska and Andrea Miliauskas recognized as rising stars in the media industry by Strategy magazine in Canada
- Malaysia won Grand Prix at the Malaysian Media Awards, winning seven out of the total 12 Gold accolades as well as three silvers and three bronze awards

People

- Nathan Brown joined J3 as National Strategy and Communications Director
- Pauly Rodney joined UM as Chief of Staff
- UM ICS EMEA promoted Scott Holmes to Creative Director for all Europe
- Max Baxter appointed as CEO of UM Australia

Operations

- UM formed Rally@UM which will operate as a separate social media unit inside UM Wahlstrom

People

- Kathleen Decaire-Aden named CEO

Weber Shandwick

New Business

- 2018 Winter Olympics bid — Munich
- ADP — Mergers & Acquisition Support
- Amazon.com — EMEA Web Services AOR
- Anheuser-Busch — Becks Beer
- ArvinMeritor — China
- CDC — Prevention Research Center
- Chevrolet — Volt Unplugged Tour
- CMS — Fraud and Abuse Campaign
- Colt — EMEA AOR
- Federal Reserve Bank — Go Direct Campaign
- Genentech — Lung & Pancreatic Cancer Research

- Genzyme — Personal Genetic Health Unit
- Hotfrog — AOR
- Merck Serono — Global Product Support
- Motorola Mobility — North America Home and Mobile Support
- Vertex Pharmaceuticals — AOR

New Campaigns

- Malaysia built PR awareness surrounding the title sponsors for the "Standard Chartered KL Marathon 2010"
- Shanghai helped Nike coordinate press activities during the "2010 Kobe Bryant China Tour" covering Beijing, Changhun, Hangzhou, Guangzhou and Chengdu
- Hong Kong ran two street campaigns for Swatch in July
- London supported EDF Energy and its "Team Green Britain" brand platform around its sustainability sponsorship of London 2012 and Green Britain Day
- Madrid's Brand Experience practice delivered a visibility campaign for the new Opel Meriva car
- Helped launch the Chevrolet Volt, GM's electric car, with the 1,776 mile "Freedom Drive" from Austin, Texas to New York City

People

- Christopher Chen appointed as Director of Digital, Singapore
- Rose de la Pascua appointed Chair, Weber Shandwick Spain and EVP, Continental Europe
- Jeffrey Gilbert appointed to lead Healthcare Practice in Tokyo
- Ken Kerrigan joined as Executive Vice President, Corporate Practice
- Greg Power joined as President, General Manager Canada

Honors

- Named Large PR Agency of the Year by the *Bulldog Reporter*
- Named PR Agency of the Year at the American Business Awards
- Winner of a Silver PR Lion at the 2010 Cannes Lions International Advertising Festival for the "Fight Cervical Cancer in Style" campaign for GlaxoSmithKline
- Chris Vary, VP| Social Media Creative Director, Dallas and Brooke Worden, Vice President, Minneapolis, were named to *PRWeek's* 2010 "40 Under 40" List
- Winner of two awards at the 2010 International Business Awards including "Public Relations Agency of the Year in Europe"

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