

THE NETWORKER

DIARY

Clems cops a walloping from Mojo



A friendly soccer match between Publicis Mojo and Clemenger BBDO in Sydney last Friday sorted the men from the boys, with Clems copping a five-nil walloping from its rival agency. While Clemenger entered the field confident with its 23-strong squad, the nail-biting match went to Mojo, which had only – wait for it – the minimum 11 players on its side. There are no doubt a few slumped and sorry heads walking around the Clemenger office this week. How about a re-match boys?..

Getty seduces clients with give-aways

Getty Images has become host-ess-with-the-mostess recently, laying on a large number of networking functions for its clients, not to mention lavishing key account service contacts with iPod nanos. Answer: a) Is Getty undergoing a generous streak? or b) Is the image library powerhouse more than a little shaken by Corbis' entrance into the Australian market? Call The Networker cynical but we're plumping for b.

Not boring, just pretentious

An outgoing staffer at Spin emailed her contacts with what was arguably one of the most pretentious leaving notes ever written. While informing

contacts that she would soon be freelancing after "getting some rays on my lily-white skin on Hamilton Island", she then proceeded to share a few parting words, compliments of singer, David Bowie: "I don't know where I'm going from here, but I promise it won't be boring." Well, good for you and your lily-white skin.

Google goes to print

Nice to see that even Google has a purpose for good old print. The search giant has taken out an ad in *The Sydney Morning Herald* to promote its AdWords system to small businesses.

Volvo thinks outside of the box



In a good piece of experiential marketing, the courtyard of Customs House in Sydney was this month invaded by Volvo's soon to be launched Volvo C30 T5 model. Euro RSCG planted a huge box in front of the building with a stamped messaging reading "Product of Free Will". The agency cut out peepholes for passers by to have a sneak peek at the new car. Promotional staff handed out business-size cards encouraging people to come back to Customs House for the opening of the box at 1pm. When the lid was opened to reveal the car, promotional staff released helium balloons and streamers. But if the eager people who returned for the unveiling were expecting any freebies, they were sorely disappointed.

Emap's 'cross divisional exploitation'

The Networker was amused to read a press release recently sent out by Emap, which trumpeted Geoff Campbell's appointment to the company's UK office. He's moving from his position as executive publishing director of the men's division in Australia to managing director of a new digital business, called Project Fashionista. While there's nothing peculiar about this announcement, The Networker was surprised at the wording in the release, when it stated that Campbell would "specially focus on encouraging collaborative, cross-divisional exploitation of Emap assets". Not long after that release was sent out, a revised version was issued – surprisingly with the above line omitted. Tip to Emap's PR: "exploitation" is perhaps never a good word to use when promoting a company.

Tour for a cure



It's good to see the marketing community harnessed its networking power for the greater good, with rival agencies and advertisers next week coming together to put on their cycling shorts and raise money to find a cure for cancer. The inaugural Tour de Cure will see participants from Campbell's Soups, Pacific Beverages, The Promotions Factory, Blue Moon Creative and The Marketing Zoo cycling from Brisbane to Sydney. ■

PICK



BROTHER PRINT AD

For some years now, *B&T* has been mourning the death of the long copy ad. The artform beloved by generations of David Ogilvy fans has gradually fizzled out to be replaced by too many display ads that would be better off as outdoor. So imagine our joy at spotting this piece of work for Brother printers. A proper long-copy ad in a proper newspaper, with words and sentences and everything. An intriguing headline, followed by an inviting first sentence. The reader who makes the choice to read on knows what's coming, and by the time the hard sales pitch comes – which of course it does – they're in a receptive state of mind. The point is, there's nothing truly fantastic about this ad. But it's solid, workmanlike and these days such a rare execution will achieve cut-through. Others can no doubt do better. Why not try to beat it. It's time to bring back the long copy ad.

PAN



KITKAT FAMILY BLOCK TVC

Imagine a brand that authorises an ad in which the two central thrusts are a child being abducted, and the unwelcome invasion of an archetypal white Aussie family by an Asian. Sounds slightly risky? That's the plot of this KitKat TVC. First the abduction. A mum goes shopping with her youngster dressed in a superhero costume, which includes a face-concealing mask. They're being spied on from a nearby dustbin by a kid dressed in an identical costume. The kid entices the youngster to run away from their mother to a playground, then leaves them trapped on a spinning roundabout. Then comes the unwelcome Asian. When the all-Aussie, all-white family get home and whip off the mask, they exchange horrified looks when they see they've acquired a smirking Asian kid, who's stealing their chocolate. Admittedly this is played for laughs, and the difference in races is probably simply to make the plot clear, but it's an unnecessary risk for a family brand.

THE TRANSLATOR

Tissue session ● (*aka – stalling for time*): a way to get the clients involved creatively without the creative department doing any work.

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