Ogilvy’s Asia

February 2010 Asia Pacific

360 case study

Getting to know
Taiwan

People to Know

Ogilvy Fast Facts

News

Agency Report Card

For the third consecutive year, Ogilvy & Mather has received a score of 9 out of 10 in Media’s Agency Report Card.

Breaking Campaigns

For the launch of its new phone, Motorola has briefed Ogilvy RedCard Singapore for the advertising push – its first in a year.

New Appointments

Bill Chan is appointed Executive Creative Director, Ogilvy Beijing.

New Business Update

Ogilvy topped PWC/ Media magazine’s New Business league for the month of January, adding 11.4 million in billings to its purse.

For the launch of its new phone, Motorola has briefed Ogilvy RedCard Singapore for the advertising push – its first in a year.

Yahoo! Kimo Taiwan: Search Your Ex-Lover

Ogilvy Taiwan didn’t let the 2009 economic storm dampen its appetite to grow, instead the agency bucked the contracting local market trend and increased its market share.

For more news on Ogilvy, visit ‘Ogilvy in the Press’ on your dashboard and follow us on Twitter at ‘OgilvyAsia’.

For more information on Ogilvy’s Asia, contact jane.fraser@ogilvy.com and liyann.long@ogilvy.com.
In the highly anticipated annual Agency Report Card published by Media magazine, Ogilvy & Mather has maintained its position at the top with a score of 9 out of 10 for the third year running. More impressively, Ogilvy is the only Network to achieve the score of 9 for the past three consecutive years.

At the same time, marketers across the region named Ogilvy the overall ‘Best Advertising Agency’ in the region in the annual Agency Image Survey. Participants of the survey were asked to not only rank agencies in terms of awareness and overall best, but also to reflect how their perceptions of agencies are formed. In total, 54 percent ranked Ogilvy in their top three best overall.

The Agency Report Card results are compiled according to a variety of criteria, including new business analysis, agency submissions, creative wins, new staffing hires and the Agency Image Survey.

Last November, a new essay competition, open to all Ogilvy employees of all disciplines in Asia Pacific, was announced. Based on the WPP Atticus Awards, everyone was invited to submit an essay of up to 1,500 words on the topic of Digital Influence. Altogether, 28 entries were submitted and the high standards made judging a tough process.

The winning author, who will receive a prize of $1,000, is Caryl Heah, associate planner, Ogilvy Malaysia, for her essay ‘Putting a ring on it, using digital influence to win the hearts of teens’.

The judges have also awarded two prizes of $500 each to Nicholas Licence for his essay ‘If you really want to exert influence then simply joining the social media party isn’t enough’, and to the duo of Sam North and Brian Giesen for their essay ‘Digital influence’.

In recognition of the high quality of many other entries, Certificates of Comendation will also be awarded to the following: Joelynn Chin; Pat Law; Krishnan Subramanian; Peach Natividad; Arijit Sengupta, Devdulal Das, Sushmita Sen Gupta, Rujuta Kothari and Janak Bhatt; Ameen Haque; and Chuan Shi.

All entries will be available on Truffles.

Congratulations to all winners and many thanks to the judges – Chairman Tim Isaac, Jerry Smith, Soames Hines, Christopher Graves, Kent Wertime and Tim Broadbent – for kindly donating their Atticus prize money to fund this competition.
Breaking Campaign…Motorola DEXT

For the launch of its new phone, Motorola has briefed Ogilvy RedCard Singapore for the advertising push – its first new campaign in a year.

Commented Tom Satchwell, Motorola’s Director of Marketing: “In launching the Motorola DEXT with MOTOBLUR, we needed something fresh, new and which would cut-through the Singapore ad clutter. Ogilvy RedCard came as a natural choice for us - they understand the consumer psyche and knew how to perfectly pitch the unique Motorola offering.”

Targeting young adults, the main attraction of the Motorola DEXT is Motorola’s proprietary MOTOBLUR social networking platform. With a single login, it integrates all the different social networking sites – Facebook, Twitter, Last.FM, etc. – into one application where all status updates are pushed to the user automatically. Based on its connectivity and interactivity, Ogilvy RedCard came up with the campaign positioning of the Motorola DEXT as a gadget that keeps consumers at the forefront of what’s happening.

With that in mind, the team created a motto that runs across all campaign materials: “Everything else is anti-social”. The executions feature edgy graffiti-styled visuals and snappy copy resembling what consumers would use in their status updates or tweets, tailored to the media placements.

Said Greg Rawson, Copywriter, Ogilvy RedCard, “We wanted to communicate the immediacy of the DEXT’s features; to show people that with DEXT, their friends’ thoughts and updates can reach them anytime, anywhere. Graffiti, being the language of the streets, was the perfect medium through which to express those thoughts. It’s usually spontaneous and often emotive, just like peoples’ updates on social sites.”

To reach out to the target audience, the underpass at Clarke Quay has been transformed into a graffiti space that mimics live tweets or status updates that are relevant to the location.

Some examples of the tweets include “The crowds are driving me nuts”, “Dean has beer envy” and “My feet are killing me. 5 minutes ago.”

Other executions include a website, where “live” tweets pop up on the screen as the user views the Motorola DEXT ad; press ads running in Digital Life, Stuff, Juice, IS and The New Paper; as well as a cover wrap of the March issue of Juice.

Credits:
Creative Agency - Ogilvy RedCard
Brand/Client - Motorola
Campaign Title - Motorola DEXT – Everything Else is Anti-Social
Creative Director - Eric Yeo
Art Director - Elyn Wong, Sean Soo
Copywriter - Greg Rawson
Account Servicing - Colin Wan, Edna Zhang, Magali Jaumol
Planner - Hui Wen Tow
Production House - Ogilvy RedWorks
Breaking campaign…Ta Chong Bank

Ogilvy & Mather Taiwan is celebrating the extraordinary feats of ordinary Taiwanese in the first of a series of branding campaigns for Ta Chong Bank.

The norm amongst banks in Taiwan is to create advertising that sells products. But Ta Chong Bank, or the “Bank of the People” in Chinese, believes in the heroic qualities of ordinary Taiwanese and therefore chose to embark on a brand engagement campaign that would create strong emotional ties with the audience. The creative concept behind the campaign, “Extraordinary Ordinary People”, was driven by the desire to communicate TC Bank’s brand attributes and celebrate the remarkable Taiwanese spirit.

As Melody Chen, Associate Account Director, Ogilvy & Mather Taiwan, said: “Ta Chong Bank is a Taiwanese brand for the Taiwanese people. As a collective group, the Taiwanese are proactive, energetic, hardworking people who believe firmly in the values of the family and society. From there, we came up with the Big idea: ‘TC Bank believes that life would be more fulfilling if we could recognise the value of every ordinary person in Taiwan.’”

“Courage of a Mother”, the first commercial in the series, is based on the true story of a Taiwanese mother who travelled solo to Venezuela in order to take care of her daughter who had just given birth. Unable to speak any English or Spanish, she drew deep from the wells of maternal love to survive her first time away from her home country.

To create an emotional commercial that touches the heartstrings of the audience, TC Bank and Ogilvy hired award-winning director Thanonchai Sornsriwichai to helm the project. Thanonchai was the director for the much-lauded Thai Life “Melody Of Life” TVC created by Ogilvy & Mather Thailand. The filming of “Courage of a Mother” was a large-scale execution and took place in Bangkok.

“Courage of a Mother” premiered on February 12 2010, the day before Chinese New Year’s Eve. The perfect holiday timing served as a reminder to the Taiwanese of the unwavering strength of their character and the values they share with TC Bank - a truly Taiwanese bank and a local champion.

After building a solid foundation in 2009, the goal TC Bank has set itself this year is to encourage more consumers to get to know its brand. To this end, with the help of Ogilvy & Mather Taiwan, it has produced a powerful and moving advertising campaign, designed to bring TC Bank straight to the top of the consumer’s mind.

Client - Edmund Koh, Mun Yew Chew, Raymond Ang
Creative Agency - OMAD Taiwan
Executive Creative Director - Jennifer Hu
Account Servicing - Anchored Chen, Melody Chen
Planning Director - Oliver Tsai
Production House - Phenomena Company Limited
Director - Thanonchai Sornsriwichai
Producer - Abby Ku
New Business Wins

Ogilvy topped PWC/Media magazine’s New Business league for the month of January, adding 11.4 million in billings to its purse.

<table>
<thead>
<tr>
<th>NEW WINS</th>
<th>OGILVY &amp; MATHER AP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT NAME</td>
<td>COUNTRY/OFFICE</td>
</tr>
<tr>
<td>Bangkok Airlines</td>
<td>Ogilvy Thailand</td>
</tr>
<tr>
<td>AJE</td>
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<td>CAT CDMA</td>
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<td>Hisense</td>
<td>Ogilvy Guangzhou</td>
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<td>GMCC GD</td>
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<td>IDBI Fortis</td>
<td>Ogilvy Mumbai</td>
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<tr>
<td>Habib Oil</td>
<td>Ogilvy Karachi</td>
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<tr>
<td>Eu Yan Sang</td>
<td>Ogilvy Singapore</td>
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<td>VP Bank</td>
<td>The Brand Union (Singapore)</td>
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<tr>
<td>ITB</td>
<td>Ogilvy Taiwan</td>
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<tr>
<td>Globe Telecom Broadband</td>
<td>Ogilvy Philippines</td>
</tr>
<tr>
<td>Shingegae International (Banana Republic) Daehan Steel</td>
<td>Ogilvy Korea</td>
</tr>
<tr>
<td>MYER - Autumn / Winter Launch Australian Coal Association</td>
<td>Ogilvy Melbourne</td>
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New appointments

In our quest to build a company of giants, several outstanding appointments to the Ogilvy stable across the region have been made recently:

Ogilvy Advertising Beijing has appointed Bill Chan (left) as Executive Creative Director. In his new role, he will partner with and report to Raymond Tao, President of Ogilvy Advertising in China, and Eugene Cheong, Regional Executive Creative Director of Ogilvy & Mather Asia-Pacific. Bill will focus on several key international accounts including Motorola and GSK, as well as key local accounts including China Mobile, Kang Shifu and GOME.

Ogilvy & Mather Shanghai has promoted Edward Bell (left) to the newly created role of Group Planning Director to bolster the Shanghai office’s planning operations. Prior to his promotion, Bell was Regional Planning Director for Ogilvy Beijing in leading Motorola’s global communications. Ogilvy’s Anthony Wong now takes over this position. In his new role, Bell will be responsible for bringing together Ogilvy’s collective strategic thinking across disciplines and driving deeper consumer insights into campaigns.

Following the appointment of John Goodman (left) to the role of Regional President, OgilvyAction has made several key management changes in 2010. Effective January 1 2010 Daniel Comar (left) moved into the newly created position of Regional Creative Director, tasked to oversee the creative product of OgilvyAction across Asia-Pacific. In North Asia, Patti Sun and Wendy Yen have been appointed to the roles of Managing Partner, OgilvyAction Shanghai and Managing Director, OgilvyAction Taiwan, respectively. Lastly, Sean Sim (left) was named Regional Executive Creative Director for key client British American Tobacco (BAT) in addition to his role as National Executive Creative Director of OgilvyAction China. He will work alongside Mike Busby, BAT Regional Business Director and K. Subramaniam, BAT Regional Planning Director, to form a top-level strategic team to manage and uplift this key account across the network.

RedWorks has promoted Robert Doswell (left) to the position of Vice President (Asia Pacific), Global Brands. Formerly the Managing Director of RedCard Singapore, Doswell is now responsible for growing RedWorks’ new businesses in Asia Pacific. In addition, Dean Cloke (left) has been promoted to Managing Director, RedWorks Singapore. Meanwhile, Colin Wan takes over the reins from Doswell as Team Director of RedCard Singapore.
360° Case Study
Yahoo! Kimo Taiwan: Search Your Ex-Lover

In Taiwan, the penetration of Yahoo! Kimo Search exceeds competitor Google’s by 30 percent. However, Google is perceived by most consumers as being a more professional search engine brand. To strengthen its brand positioning and to increase the frequency and number of searches, Y!K Search needed to highlight its competitive strengths and differentiate itself from Google.

To showcase the superior search functionality of Y!K, Ogilvy & Mather Taiwan came up with the idea of the “Search Your Ex-Lover” campaign, where consumers were urged to search for their former lovers using Y!K search. Y!K also established an event site providing search methods and tips, while simultaneously seizing this opportunity to interact and share with users.

Strategy

To get consumers to use the Y!K search engine in the long term and to increase usage frequency, new usage habits must be created. This new reason to search should have a strong emotional connection with all users if they are to be motivated to take action repeatedly. More importantly, this product advantage needed to be a capability unique to Y!K and one in which it outperforms Google.

If helping users find people was a good place to start, then helping them find ex-lovers was an insight goldmine. Jealousy, affection, regret, gratitude, curiosity...emotions of all kinds - both positive and negative - are all intertwined with our thoughts of past loves.

Y!K established an event site that could help users find the former loves of its users. The emotional connection was heightened with the release of 10 one- to two-minute video short stories of old flames every three days.

The various Yahoo! channels were employed - banners and trailers drew online users to the event site, which provided tips on finding ex-lovers. Users could also share their personal search tips, comments and ideas about using Y!K to find exes, cast ballots and evaluate tips.

Campaign Results and Measurements

The number of search queries increased by 4.5 percent. The campaign not only generated an additional 1.2 million search queries, it also successfully reminded people why they should be searching.

The advertisements and the event site successfully drew about 3.5 million visitors viewing nearly 16.5 million page views. There were approximately 200,000 hits for keyword search “ex-lover” and over 40,000 postings generated by users. Online ad recall of the campaign reached 50 percent, exceeding customer average of 35 percent.

On the awards front, the campaign drew recognition from the region. It scored a Silver for the Film category of the 2008 Times Advertising Awards and took home the Grand Prix for the 2008 Longxi Awards. It also garnered a Gold at the 2009 Asia Marketing Effectiveness Awards.
In 2009, our Industry was hit hard by one of the worst global economic crises. But this did not stop Ogilvy & Mather Taiwan from shining. The island’s largest 360-degree agency and most award-winning communications group, Ogilvy Taiwan picked up a slew of new businesses such as 7-Eleven, City Café and Uni-President bread and cakes. In addition, it was named Yahoo’s regional hub agency for Taiwan, Hong Kong and South Korea.

Despite the recession, both the Advertising and Public Relations disciplines bucked the contracting local market trend and, instead, increased their market share. Their unique achievements were recognized by leading Taiwanese industry publication Brain, which named them ‘Agency of the Year’ for the second consecutive year – the only such award in Taiwan. In addition, Daniel Lee was named ‘Best Advertising Agency Managing Director’.

“This is quite an achievement,” said David Mayo, Regional President, Ogilvy & Mather Advertising. “We are immensely proud of David for flying the Ogilvy flag in this way.”

Last year, Ogilvy Advertising romped home with Taiwan’s first ever CLIO, AdFest Gold and AMES Gold. In total, its awards haul was a staggering 53 metals. Major international wins include three metals each at AdFest and the CLIO Awards, as well as medals at the Cannes Lions and Spikes. Locally, Ogilvy Taiwan dominated the 4A’s Yahoo Awards, the most important advertising awards in Taiwan, with a whopping 18 medals. As for effectiveness, it was the second biggest winner at the Promotion Marketing Awards of Asia (PMAA) with a Best in Taiwan Dragon, 2 Silvers and 3 Merits.

OgilvyOne kept pace and ruled the digital roost. With 3 Gold, it was the biggest winner at last year’s Click! Awards. OgilvyOne Taiwan also took home seven wins at the international Davey Awards, which honors smaller players equipped with big ideas, not big budgets. It laid claim to an additional 15 first place wins, including Best Digital Campaign, out of a total of 17 medals at the international Annual Communicators Awards.

At Media’s Agency of the Year awards, Jennifer Tang, Deputy Managing Director, Ogilvy Advertising, was named runner-up for Account/Business Development Person of the Year, as was Neo@Ogilvy’s Ingrid Huang for Media Planner/Buyer of the Year. In light of her success balancing dual roles at Neo@Ogilvy and OgilvyOne, Ingrid was also recently featured in Media magazine’s annual “Faces to Watch” supplement.

Beyond awards and new businesses, Ogilvy Taiwan also drove the industry forward with thought leadership initiatives. The regional ‘Marketing in Recession’ push offered Taiwanese companies smart, workable strategies. This tied in with Ogilvy Taiwan’s annual Best Cases. What began as an internal effort to feature effective case studies across all disciplines has transformed into a highly anticipated event amongst clients and the press, as well as a source of business leads.

Putting Ogilvy Taiwan and the Ogilvy culture in the limelight is the award-winning book “Decoding the Secret to Ogilvy’s Creativity.” The author spent six months immersed in Ogilvy before documenting her experiences in a book so creatively designed that it won First Prize at the Golden Books Awards in Taiwan. The book also made it to the Top 10 Book List when it first launched, taking the agency’s reputation to new heights.

Project Team Terence is a newly-initiated program that hits much closer to home. In commemoration of a fallen colleague, a scholarship fund was set up to help students experience his love and passion for the advertising industry. Last summer brought the first group of interns to the offices of Ogilvy & Mather Taiwan. They participated in a series of workshops, contributed to their respective teams and set a high precedent for future students to follow.
In a short paragraph, please describe yourself.
There's a Chinese saying that I like to use to describe myself. Loosely translated, it means “anxiety in the absence of perfection”. It's how I explain my strengths and weaknesses. The difference between pushing myself to achieve my own high standards and pursuing perfection is that I assume I know what perfection is. Which I certainly don’t!

Whom do you most admire?
(Or what inspires you?)
During one of my earlier training sessions in Ogilvy, the speaker remarked that getting hired shows that you're smart but to become a true talent, you need to stay at Ogilvy long enough. I am a quick learner, and once I know how to do something, I start to think about what’s next. But not sticking with something can limit how much you can grow or learn. This statement has inspired and changed me ever since because I know that staying means that I will learn more.

In 2009, what were your highlights?
Last year, our clients gave us a lot of freedom and that allowed us create great work together. More importantly, the entire experience was fun.

What’s the most creative campaign you’ve ever been involved with?
The Agent J campaign featuring Taiwanese pop star Jolin Tsai that we did for Taiwan Mobile. Even though the campaign took place a few years ago, it still generates business for us. That campaign is a great example of the synergy we have among our creative, account and media teams, and showcases to clients the benefits of being a digital ‘one-stop shop’.

What are some of the challenges/opportunities facing the brands you work on 2010?
Integration and flexibility. With less revenue generated by global clients and great growth among local clients, we need to adapt our working processes and culture to suit local needs.

How do you see the Taiwanese advertising landscape evolving in the future?
From a digital viewpoint, there’s a definite uptrend. The use of traditional media continues to decline, and clients are increasingly open to digital solutions. But there isn’t a set formula, so finding the right media mix that delivers results for every client is challenging, especially since clients are demanding more bang for their buck.
Fast Facts

Ogilvy is considered to be the pre-eminent global Agency brand in Asia with 124 offices, operating across 29 cities with 7000 employees.

INDUSTRY RECOGNITION
While many multinational businesses were under pressure, Ogilvy’s new business growth has impressed in a tough year, resulting in one of its most successful years in terms of new business performance, adding 209M in billings (according to PwC).

The agency added business from new clients, and grew several large clients through specific local market initiatives. Ogilvy won 6 of the 10 largest pitches held in Asia during 2009 (Source: PwC/Media Ranking)

In 2009, for the 7th consecutive year, Ogilvy was named ‘Creative Network of the Year’, and was the only agency network to have 5 offices listed in Campaign Brief’s ‘25 Hottest Agencies in Asia’ line up. [Singapore, Mumbai, Bangkok, Shanghai, Beijing]

R3’s Regional Agency Scope 2009 named Ogilvy ‘The strongest creative agency in APAC’, as voted by industry trade publications.

The Gunn Report, the only independent ranking of creative performance globally, cited the strength of the Ogilvy & Mather Asia Pacific network has helped boost the Ogilvy & Mather worldwide ranking to 5th position.

The Asia Gunn Report names Ogilvy & Mather as the most awarded agency network in the region. The agency’s creative developed for WWF led to them becoming the most-awarded advertiser in Asia Pacific.

According to The Agency Report -- the region’s most detailed agency analysis -- commissioned by Media magazine, Ogilvy was the number one agency in Asia Pacific, receiving a total of nine points out of 10. No other agency network in Asia received this score. Ogilvy’s score has remained consistent for four consecutive years (2006 - 2009).

Marketing magazine, the leading industry publication, named Ogilvy HK and Singapore ‘Agency of the Year’ in 2008, in addition to this accolade, Ogilvy Singapore was named ‘Creative Agency of the Year’ in 2009

Ogilvy Public Relations scooped top honours as ‘Network of the Year’ at the annual Asia Pacific PR awards. And, for the fifth consecutive year, won 3 times more accolades than any other PR agency, picking up 13 honours.

AWARD RECOGNITION
Effectiveness
Ogilvy Asia is the first and only Network outside of the UK to receive recognition from the IPA. We were the number one effectiveness agency in Asia in 2009, scooping 28% of the overall Effectiveness awards haul, which includes the AME’s [DDB 16%, BBDO 14% and McCann 12%, all others 30%]

Creative
At an international level, Ogilvy consistently remained in the top three most-awarded networks in Asia, picking up a slew of international accolades from Cannes, One Show, London Internationals, Clios, D&AD, The Webby’s and ECHOS, where Ogilvy Malaysia was the most awarded agency within the global Ogilvy Network.

Ogilvy people were also represented on the following judging panels throughout the year: Cannes, D&AD, LIA, AsiaSpikes, Clios, and AWARD.

At a regional level, Ogilvy became the second most awarded network at the first ever AsiaSpikes and Ogilvy Thailand was awarded ‘Agency of the Year’ and the Grand Prix in the highly prized category of Film and Cinema. Ogilvy’s haul: 10 Gold, 25 Silver, 19 Bronze and one Grand Prix

At a local level, Ogilvy has been recognised as ‘Agency of the Year’ in Indonesia (ADOI magazine/local creative awards), Singapore (MARKETING magazine), India (Brand Equity), Hong Kong (MARKETING magazine), Thailand (AdMan) and Taiwan (Brain). In Malaysia, Ogilvy was the most awarded agency at the Kancil’s, local Effies and the Direct Marketing Awards.