

AGENCY INNOVATORS

mark jones

Senior VP-Director of International Media
ZENITHOPTIMEDIA, SAN FRANCISCO



To Mark Jones, successful international media strategy always emanates from a basic concept: Solve the business problem. He claims he never loses sight of this, which he calls “solution ethos” and that no work begins until he has framed any campaign in this manner. He scoffs at calling this innovative; “it’s simply doing the work,” he says.

Jones, senior VP-director of international media, ZenithOptimedia, San Francisco, not only clearly understands his clients’ needs but easily grasps the potential for creativity within a media brand. Recently, he was instrumental in the success of Hewlett-Packard’s involvement with MTV’s new “Meet or Delete” program throughout the world. With his input, the project took a 180-degree turn. Initial plans called for a global deal with a program created in the U.S. that would be aired in various parts of the world with subtitles and without local adaptation. This less-local approach was not in HP’s best interests, Jones argued, nor would it build confidence for the brand with young people, who are tech-savvy, but often resistant to messages that lack a youth-culture authenticity. He encouraged HP to change tactics and create a locally executed program with input from regional teams to insure the greatest effectiveness in each market. This meant adding substantial budget so that diverse markets as India, Korea, Mexico, and the Nordic region had more tailored and locally relevant programming. With the new approach, the project has succeeded in elevating the HP brand image within the youth market around the world. ●

kavita kailash

Brand Director
LEO BURNETT, MUMBAI



When global brands with global campaigns want to maintain some consistency yet still tailor their messages to local markets, it takes someone with insight and understanding of global vs. local. Kavita Kailash, brand director, Leo Burnett Mumbai, has served that role to find the right balance for Procter & Gamble’s feminine care brands in India. Her understanding of the consumer has been key to helping P&G develop a campaign for Whisper Choice sanitary protection products that is connecting with consumers. Since she joined Leo Burnett Mumbai in November 2005, she has been responsible for leading innovative strategic marketing ideas for P&G’s feminine care business throughout the country. She has pioneered the agency’s effort to reach consumers with programs beyond conventional mass media. Her efforts have helped Whisper own strong media properties that will be replicated year after year and has incorporated personal direct interaction with consumers into the marketing program. Meanwhile, she has championed the evolution of Whisper Choice advertising in India, which depends upon the strong emotional bond of mother and daughter. Drawing upon an in-depth understanding of the consumer, she has helped P&G evolve a campaign that has now become an identity for the brand Whisper Choice. Through it all, Kailash takes into account cultural nuances and local insights to build a program that has met with great success. ●

sean finnegan

U.S. Director and Global Coordinator
OMD DIGITAL, NEW YORK



Sean Finnegan has seen it all when it comes to digital communications. He lived through—and survived—the crazy days before the bubble burst, figured out how to make the transition to normalcy when the explosion did take place, and has capitalized on his traditional media planning skills to bring order and strong business practices to new-media organizations. He takes a very practical approach to the changes that have turned the advertising and media world topsy-turvy. He says in a flattening world as technology continues to break down barriers and borders, “we are increasingly able to communicate product messaging across multiple global markets in an innovative manner: succinctly, with permission, and (with) localized relevance.” He is recognized for his ability to see everything from the big picture down to the day-to-day details and come up with new ways to reach today’s ever-changing audiences. As the leader of OMD Digital, he oversees a department of more than 150 new media experts across the country. When he was named a Media All-Star by *Mediaweek* last year and was asked what lies ahead, he said, “This is a formidable industry. If you can dream it, and there is a budget behind it, you can build it, still to this day.” ●