

## somak chaudhary

Art Director

LEO BURNETT (THAILAND), BANGKOK



In today's era of information overload when people are developing a natural defensive mechanism against advertising in particular, Somak Chaudhary is looking for ways for brands to break down these defenses. It must be first by being a source of enjoyment, not information, the Leo Burnett art director believes. That's how a brand can continue to speak to its consumers and connect with them whether regionally or globally, he says. He says that beyond cultural differences and lifestyles is a state of mind of the people. Being able to identify that is the key to getting into their lives. "When one turns a tangled mess of wires that was an eyesore to everybody into a new medium, people notice it and get the message. Not because it's unconventional or ambient media or guerrilla advertising, they don't use such words in their life. ... They talk about it just because it's something new. It's not about information; it's about entertainment. Nobody wants to know how a particular movie or song is good for them or will change their lives. They just want to enjoy it." A recent assignment is the example about tangled wires that he cites. As part of the regional team handling Procter & Gamble, for the Rejoice brand of conditioners, he placed a giant comb among the many utility cables strewn throughout Bangkok's central business district to highlight Rejoice conditioners as the solution for tangled hair. Consumers got the message...and talked about it. ●

## Joe Warren

Senior VP-Group Planning Director  
UNIVERSALMcCANN, NEW YORK



Joe Warren muses that the business of advertising used to be about creating impact—stopping consumers in their tracks through interruption. Now consumers have access to anything, anytime. Consequently, advertising is less about disturbance and more about meaningful interaction, or good content working with good context, the senior VP-group planning director at UniversalMcCann, New York, likes to say. He adds that on an international scale, advertising must become a "team sport" as no one individual can ever embrace the constant evolution of new media or the fast rise of new markets and first-time, younger consumers. The aspect of innovation he aims to employ is in building a worldwide team that is driven for success, works on a "test and learn" basis, and celebrates victories. As few as six or seven people in major markets can make a noticeable difference in the success of a global brand, particularly when team members have a balance of skill sets and areas of specialization in addition to specific geographic understanding. For a client like Intel that built a legacy on coop advertising, Warren sees great merit in spreading the risk of testing the new through "co-marketing," that goes deeper than co-opt since it involves sharing the cost of anything from product development to events to in-store promotions. ●



## matt dyke

Planning Director  
TRIBAL DDB, LONDON

Matt Dyke is a new breed of planner, whose beliefs may mean it's time to come up with another word for "planning." He believes the consumer is so much in control that "planning" must almost always be short-term in order to be able to react immediately to any of their actions. "You can no longer just 'plan' communications upfront in the traditional sense," he says. "Planning, particularly in the digital space, also requires agencies to continuously react to the actions of consumers, allowing ideas to develop and grow with interaction, further deepening the brand experience. Ideas that involve consumers have always been the most powerful, and digital technology has enabled us to take that involvement to a whole different level." As planning director at Tribal DDB, he is comfortable creating ideas across any medium, and he believes digital offers a much broader opportunity to marketers than they realize. By being creative, online campaigns can work toward brand-building, customer retention, and other longer-term objectives, more than just making a quick sale. Earlier this year, Dyke was the brain power behind Monopoly Live, an interactive campaign for a limited, updated special edition of the board game. The campaign was a London-based urban event, using GPS-equipped black taxi cabs as playing pieces in a giant version of the board game and bringing people online to play themselves. His work goes far beyond the streets of London. He also serves as worldwide digital planning director for the Philips global account. ●

## carolina jimenez-garcia

Partner, Group Planning Director—  
IBM International  
MINDSHARE, NEW YORK



If Carolina Jimenez-Garcia is asked to characterize in a single word her approach to media strategy as it relates to her international role for IBM, it is "relevance." "New media is very important in the current landscape, especially for IBM," says the partner and group planning director for the agency handling the giant technology company. "Consumers are becoming increasingly more difficult to engage. However, any new media or multimedia opportunity should be analyzed and considered within the context of how it will help the brand move forward. New media for its own sake, or even creativity for its own sake, will only take the brand so far." Working for a client that insists on always being ahead of the curve, she is encouraged to take risks. Much of her job is to convey a sense of newness about the brand. In her view, all media are equal, and each offers its own advantages in connecting with a particular audience. "TV is not more important than print, nor is iTV or mobile platforms more important than traditional media." Thinking about the evolution of media strategy in the coming years, she dwells on the importance of integration. "Not just media integration," she says, "but the integration of the brand in its entirety ... and developing a strategy that moves the brand forward—in a successful, efficient, and measurable way." ●