



### tom brookbanks

Managing Partner—Global Solutions  
MEDIAEDGE:CIA, NEW YORK

Tom Brookbanks recognizes that today's media landscape is constantly changing, and experimentation is crucial for brand growth. Yet, he accepts the fact that such accelerated rate of change makes it difficult to provide the right solutions for marketers. The managing partner for global solutions of Mediaedge:cia, New York, forges ahead as both a risk-taker and perfectionist, constantly seeking new ideas for his clients and doggedly working with media partners to insure their success. "One big idea out of ten maybe an enormous success. As a result, clients need to consider more of a venture capital model, if they genuinely want to push the envelope," he says. To truly advance today, one has to risk, sometimes fail, but always learn and take the brand to new places, he believes. "You have to embrace change and its consequences, not run from it," he says. He is a big believer in encouraging marketers to capitalize on a media brand's intense relationship with its audience. "Buying ad pages is easy, but helping consumers find new affinity for a brand, while also breaking down walls about media awareness on a client's P&L is challenging, but meaningful, work." For him preparing for a new world order given such goings-on as the fast growth of the BRIC nations, technology, and digitalization of content is key. ●



### jorge irizar

Director  
MPG, PARIS

Although a native of Spain, Jorge Irizar, director, MPG, Paris, is unquestionably the star of the Paris international media scene. A champion of all forms of pan-regional and multinational media, he has encouraged more French clients to promote their brands beyond the borders of France than ever before. He balances a complex portfolio of companies from Air France to Dassault Systemes (which specializes in product life cycle management software solutions) to BNP Paribas, the European banking giant, to Peugeot automobiles. In addition, he has led new business initiatives and won the media accounts for the financial services group Axa Group, Orange telecommunications, and Delta Air Lines. It's not easy to convince conservative corporations, such as the investment and financial institution, Société Générale Group, to take some risks. To the surprise of many, Irizar persuaded the French giant to experiment with international television for the first time. Now, with the campaign's success, international TV has gone from trial to become a regular budgeted component of the company's marketing plan each year. Irizar's success is feeding upon itself. Now because of his belief in the power of international media, his agency serves as a magnet for corporations looking to extend their influence abroad. ●



### asuka mogi

Account Director  
BEACON COMMUNICATIONS, TOKYO

How does a prestige brand that is synonymous with skincare not only maintain its strong position but also grow? That is the challenge that Asuka Mogi, account director, Beacon Communications, has faced in her responsibilities for SK-II, a full-range premium skincare line from Procter & Gamble's Max Factor that is considered the No. 1 prestige skincare brand in Japan and much of Asia. While remaining mindful of the brand's heritage, she has astutely identified and leveraged the best global ideas with sound strategy to ensure SK-II marketing expenditures produce the best return. Because of the strength of the ideas and way they are executed, both the market impact and return on investment have been high. Part of the key has been her effective coordination of a large agency team that in turn has helped fuel double digit growth each year for the past three years and expand SK-II into the body segment. She has also expanded the marketing program to include non-traditional ways of reaching consumers, especially to communicate with the brand's most loyal customers. Overall, the brand now is being marketed more holistically as it continues to build relationships with consumers through a variety of communication vehicles. ●

### jimmy liang

Business Director  
LEO BURNETT, GUANGZHOU



Although a single country, from an advertising and marketing perspective, China may as well be considered a place of many varied, separate, and distinct markets. It is a special challenge particularly for global companies because of the various, very fast-paced markets, mostly without established practices or rules for marketing and communications. It's within this environment that Jimmy Liang, business director of Leo Burnett Guangzhou, has not only done business but thrived and helped his clients succeed. Managing a variety of brands from package goods to technology and media, Liang has lived in Beijing, Guangzhou, Hong Kong, and Shanghai developing relationships and business networks. He says a key to success in China is the ability and commitment to not just keep "afloat" to cope with the ever-changing environment and requirements but also to constantly develop, explore, and implement new ideas and solutions. Since he joined Leo Burnett in 2005 to work on the Wrigley business, his work has helped greatly expand the number of brands handled by Burnett in China (a two-fold increase) and the type of work done for these brands. A recent campaign for Wrigley Juicy Fruit Gum that he led across 20 cities was the first time the country had seen a Wrigley's campaign executed through so many touch points including TV, online, print, direct marketing, events, public relations, ambience store display, on-the-ground activation, and TV program tie-ins. And the result was an overwhelming response from the target audience. ●