



Chris Jaques... M&C Asia CEO

M&C Saatchi builds its APAC operations

GUANGZHOU M&C Saatchi is to launch a new South China office and an Asia-wide shopper marketing practice, both to be headed out of Guangzhou.

Louis Cacciuttolo, who was previously CEO of DDB Guangzhou, has been appointed to head the new operation as CEO of M&C Saatchi South China and regional director of shopper marketing. Jean-Baptiste Comte Liniere, who also joins from DDB Guangzhou, has been appointed as ECD.

The agency will have 25 staff when it opens its doors with Watson's and City of Dreams as confirmed clients.

Meanwhile, Cannes Grand Prix-winning creative Tamio Koshino has been named as the new chairman and chief creative officer of M&C Saatchi Tokyo, working on accounts including Mitsubishi.

In the past six months, under regional CEO Chris Jaques, M&C Saatchi has opened in Tokyo, launched digital firm M&C Saatchi-i in Beijing and re-opened in Singapore.

Andrew Carter joins GroupM Trading

SHANGHAI GroupM Trading has appointed Andrew Carter as national tactical planning head, with immediate effect.

Carter will lead the national tactical planning teams across GroupM in China. He will also be tasked with the development of new planning tools and products for GroupM Trading in the mainland.

Carter is based in Shanghai and reports to Bessie Lee, CEO of GroupM China, and Jin Wanjun, managing partner of GroupM Trading.

Carter joins from his position as leader at Mindshare Shanghai where he was responsible for the strategic growth and operations of the company. He was promoted to the position in 2008 after a year as national tactical planning head for Mindshare China.

Prior to moving to China, Carter was based in London, working as a TV buying director for OMD.

Diageo expands in China with baijiu brand stake

Drinks giant takes control of Shui Jing Fang to capitalise on strong premium market

By Benjamin Li

CHENGDU News that UK alcoholic drinks giant Diageo plans to buy a controlling stake in the parent of baijiu (white liquor) maker Shui Jing Fang for a total of US\$935.5 million could provide the world's largest alcoholic beverage producer with major new influence over a leading Chinese consumer brand.

Diageo will gain greater sway over China's large market for baijiu, a white spirit that the firm said accounts for about half the nation's alcoholic-beverage consumption by volume. Shui Jing Fang is the fourth-largest producer of premium baijiu in China, with reported net sales of about \$171 million in 2008.

The China deal fits with Diageo's global effort to target rising middle class consumers in emerging markets, encouraging them to trade up to premium spirits. With the economic downturn leading consumers to buy less premium liquor in the US and Europe, the company has been looking to markets such as China, Russia and Latin America to boost its business.

"The alcohol market in the West is stagnant, whereas it is still growing in Asia. It is sensible for Diageo to build its presence here," said Ray Ally, executive director of brand consultancy Landor Associates, which works closely with Diageo.



Diageo... launched Shanghai White in China last year in a joint venture with Shui Jing Fang

"Chinese drinking culture centres on baijiu. It is consumed during business occasions. Local brands are preferred as it is seen as promoting Chinese brands in a corporate situation, which is more politically correct than giving, for example, cognac or

Scotch as a gift."

Euromonitor said that the acquisition would give Diageo control of the premium baijiu brand Quanxing. In 2009 the brand held about one per cent of the 239 million-litre premium Chinese baijiu category.

"It's a smart move to build on the trademark of Shui Jing Fang in China," added Ally. "Having a firm like Diageo to help them with marketing, branding, packaging and to bring world-class expertise to the brand, is a win-win situation for both companies."

Ikea hands OMD Singapore media business

By Asiya Bakht

SINGAPORE OMD Singapore has won the media planning and buying duties for Swedish furniture manufacturer Ikea.

OMD will be the media agency-of-record for Swedish company Ikano, which operates Ikea stores in Singapore.

The new business is estimated to be worth US\$2.8 million, according to a source close to the account.

The pitch was managed by Ikea's regional marketing manager Yap Poh Choo who is based in Malaysia.

Ikea's media account was until now being handled by local shop 360, which was at one point also handling its creative business.

In 2008, Ikea had handed its creative business in Singapore to independent shop Work Advertising. However, in October last year it moved the account to Lowe Malaysia, its agency-of-record in Malaysia.

The brand's business in Asia-Pacific is split between different agencies with WPP's MEC and MediaCom han-



Ikea... Singapore's lead store

dling a larger share of the account.

In January this year, MEC Shanghai retained the brand's

media account in China after a final shootout against Starcom, while last year Mindshare won its digital business in Taiwan.

MediaCom is believed to handle Ikea's media in Australia.

Ikea is the largest furniture retailer in Singapore and in recent years has positioned itself as a brand with environmentally friendly practices.

Ikanos turnover in 2008 for Singapore, Thailand and Malaysia was \$260 million.

Telkom shortlists four agency pairs

JAKARTA Indonesian telco Telkom (PT Telekomunikasi Indonesia) is believed to have shortlisted four agency pairs, including Hakuhodo and Carat, Grey and Grey Media, BBDO and OMD and incumbents Bates and Mindshare, for its creative and media business.

The shortlist sees the other incumbent pair, Euro RSCG and MPG, out of the review. Euro, which has held the account for eight years, said it had declined to pitch for the business this time around due to Telkom's own regulations. Telkom initiated a full-service pitch in November last year. Its RFI is understood to have generated a response from at least 20 agency pairs.

Bates and Mindshare won a piece of Telkom's business in 2007, while Euro RSCG and MPG have been handling another part of the business for a longer spell. Telkom's last pitch was via an e-auction.

The current pitch is part of a statutory review held by Telkom, which is majority-owned by the Government. Usually the company reviews are conducted on an annual basis. However, Telkom has not held a review for two years.

Telkom has 15 million fixed phone subscribers and 50 million mobile phone subscribers.

UM wins Panasonic media in Australia

SYDNEY Universal McCann (UM) has won the media buying and planning business for electronics giant Panasonic in Australia, following a three-way pitch against OMD and Ikon Communications.

Panasonic intends to increase brand awareness and its nationwide reach in the overcrowded electronics marketplace.

Gemma Lemieux, director of market communications at Panasonic, said the company is planning to expand sub-brands like Lumix cameras and launch 3D televisions in Australia. The first campaign is set to break in April.

Henry Tajer, CEO of UM Australia and president of Asia-Pacific, added that this new business win adds a major development to the agency.

The incumbent agency is Essence Media. Advertising agency Campaign Palace is unaffected by the win.

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