



Creative Pick

Brand:
Burger King

Agency:
Crispin, Porter & Bogusky

Category: Website,
Interactive

"Share love with your friend with \$1 holiday gift card that you personalized on the website."

Agency News: Agency Movements

1. Kirshenbaum Bond Senecal & Partners names former Razorfish top creative Marc Lucas as its new chief creative officer, being the first time in history anyone other than Mr. Kirshenbaum serving as chief creative for agency owned by MDC Partners.
2. Chrysler is poised to hand its media-planning and -buying account to Interpublic Group of Cos.' Universal McCann.
3. Pizza Hut has tapped Interpublic Group of Cos.' Martin Agency as its new lead creative agency, replacing Omnicom Group's BBDO.
4. Chrysler has hired Publicis Groupe's Fallon to handle creative work for Chrysler brand, handled for years by Omnicom Group's BBDO.
5. Procter & Gamble Co. has shifted North American communications planning duties for its Gillette men's grooming business to Aegis Group's Carat from Publicis Groupe's Starcom Mediavest Group.

Media Works: NBC's Zucker: 'We Haven't Done a Good Enough Job'

NBC executive Jeff Zucker admits that NBC Universal "has not done a great job at programming its NBC network". However, he does mention that they could revive its fortune with the new ownership of the Comcast Corpora-

tion. They have slumped in recent years to build a prime time entertainment lineup; as a result changes have been made. A new management team has been invested at NBC entertainment, and some executives say that NBC could operate as a cable network, rather than just a broadcast one.

Global News: Mexican Agency Gaining Popularity

Grupo W, located just outside Mexico City does not have much business in Mexico's small advertising business but it is a familiar face in the U.S. Many large American agencies are seeing it as the low cost option, especially for digital. However, the agency is gaining attention for its creative work including winning a silver lion at the Cannes in 2008. Grupo W has partnered in the past with Goodby, Silverstein & Partners, and most recently with Wieden & Kennedy where they did the "Choose Your Weapon" campaign for Nike. Some of their other major clients include Coke, Unilever and Danone.

Digital: Location Matters: How Ad Environments Affect Performance

When creating advertisements for the Internet, size and shape does not determine the success of the ad as much its placement. Different types of web pages can determine the success of certain types of ads. Home pages

are viewed very quickly according to researchers and should have ads that can catch someone's attention fast. On the other hand, destination pages should have ads that are not as striking but engaging or rewarding like IKEA's Set the Table, which allows users to interact with the ad by setting a table with different types of tableware. Advertisements in e-mails are not likely to get much attention because the page is constantly being refreshed and therefore needs engaging advertisements as well, such as a game or quiz.

I like advertising, but I'm not a Creative. What else can I do?

Do you know that not everyone in an advertising industry is a Creative who create ads/ commercials? There are actually a lot of different talents who work in the industry.

Broadcast Production

Digital/interactive is one of the fastest growing areas of the advertising agency business today. This department is responsible for a wide range of activities that may include the development of online marketing campaigns, presentation design, post-production, audio-visual services, CD-ROM services, and much more. The staff in this department is proficient in computer programs and languages such as Flash, HTML and CCS, and keeps on top of daily changes in digital technology and its capabilities.



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