

Week Of:

01.

29

10.

Global

Santo is Named International Ad Agency of the Year

This Argentinean ad agency out of Buenos Aires exhibited some of the best creative work in 2009 for top clients including Coca-Cola and Vodafone. Over the course of the year Santo, who opened with backing from WPP in 2005, has been winning numerous international assignments gaining recognition around the world. Some of their work included launching a new and highly popular juice brand for Coke in Latin America. They proved successful in developing direct global ideas that could easily adapt on a local level. Top executives, Sebastian Wilhelm, and Maximillano Anselmo grew Santos revenue by 25% in 2009 alone. The three runners up for International ad agency of the year included Canada's Sid Lee, Brazil's Alamp BBDO, and DDB New Zealand.

-Laura Miller



Bud Light "Clothing Drive"

Bud Light continues its office themed ad campaign from DDB Worldwide with it's new "Clothing Drive" commercial. When office employees are told that for every article of clothing they donate they get a Bud Light, employees are willing to give the shirt off their back and more.

-Steven Wear

Creative

House Leads Fox to First

On the Television ratings for Monday Fox came in first place due in large part to the hit show "House" and "24". And with its highest ratings of the season for the Bachelor ABC came in 2nd place with a rating of 3.6/9. The rating were rounded out with CBS finishing with a 2.8/7, and NBC finished fourth with a rating of 1.9/5, despite popular shows like "Heroes", "The Jay Leno Show", and "Chuck".

-Jefferey Howard

Media

Ipad Hurting Web Advertisements

The Ipad's lack of Flash support hurts traditional online advertisers. The device is said to be a great tool for accessing online news from traditional media outlets—outlets that heavily rely on advertising dollars. Advertisers must now spend millions recreating their ads without Flash, or they can work with mobile ad companies that will deliver them as they do to the iphone. Either way, companies will be investing large sums of money to reach Ipad consumers.

-Mariza Baeza



Digital