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FEATURES

16 | Agency Innovators 2011

René Allemann of Branders Group AG, Zurich 33
 Kristi Argyilan of UM, San Francisco 28
 Rich Astley of MEC Interaction, New York 28
 Giuseppe Barbeta of Maxus, Milan 32
 Avishesha Bhojani of BPG Group, Dubai 29
 Mark Bowling of Starcom MediaVest Group, Singapore 22
 Lily Chakrabarty of Starcom US, New York 31
 Emma Cookson of BBH, New York 18
 Barry Cupples of Omnicom Media Group, Singapore 18
 Katie Ford of Starcom MediaVest Group, Chicago 27
 Scott Hagedorn of Annalect Group, New York 27
 Alex Hall of TigerSpike, New York 31
 Matt Howell of Arnold Worldwide, Boston 33
 Marcus John of MediaCom SPORT, London 34
 Mark Kiernan of Digitas, New York 30

Dave Knox of Rockfish, Cincinnati 35
 Joe Phelps of The Phelps Group, Santa Monica 22
 Paul Price of Creative Realities, New York 23
 Mauricio Sabogal of Mediabrands, New York 23
 Sasha Savic of Havas Media, New York 21
 Steve Schildwachter of Drafftcb, Chicago 30
 Oliver Snoddy of Doremus, New York 34
 Michael Stich of Rockfish, Cincinnati 35
 Shekar Swamy of RK Swamy BBDO, Mumbai 19
 Maartje Symons Wisecrackers, Amsterdam 32
 David Tang of DDB Group, Singapore 21
 Scott Tegethoff of UM, New York 26
 Paul Woolmington of Naked, New York 19
 Charlotte Wright of MEC, London 26
 Oscar Zhao of BlueFocus Communications, Beijing 29

36 | Commentary: Show Me the Money

By Nick Manning

39 | Interview: Simon RhindTutt

2011 : 54

Publisher's Letter | 4

Frontlines | 6

Companies and products in the news

Globetrotters | 14

Newsmakers from around the world

Connect Alliance | 42

Lago Maggiore, Italy

People & Places | 44

Big smiles at get-togethers around the world

Hub Culture | 48



42

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Celebrating Innovation!



This marks **The Internationalist's** sixth annual *Agency Innovators* edition and one of our favorite features to publish. Aside from discovering new talent and giving credit to some of the unsung heroes of the agency world who are instrumental to many marketing achievements, the portraits of these individuals helps to define the trends in innovation now.

This year, innovation is increasingly associated with:

- Delivering effectiveness
- Creating new means of measurement to better gauge success
- Navigating social media and other personal media options
- Understanding how to build better solutions on a global level

We, too, are proud that these 30 individuals represent an eclectic group; our definition of an Innovator has nothing to do with a person's age, geography or title, but with how they think differently, help their clients to communicate in new ways, and essentially change the business of marketing, advertising and media as we now know it.

We're adding another dimension to the Innovator honors. **The Internationalist** is planning its annual **INNOVATORS SUMMIT** in New York on November 17 to give the Innovators — past and present—a chance to meet and share new thinking with the industry. We're excited about highlighting such talent and providing an extraordinary global gathering to move marketing ideas forward.

The Internationalist also aims to track all of our past Innovators — many of whom go on to new heights in the industry. Take a look at them online at:

http://agency-innovators.typepad.com/agency_innovators_2010/

http://agency-innovators.typepad.com/agency_innovators_2009/

http://agency-innovators.typepad.com/agency_innovators_2008/

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Deb Malone
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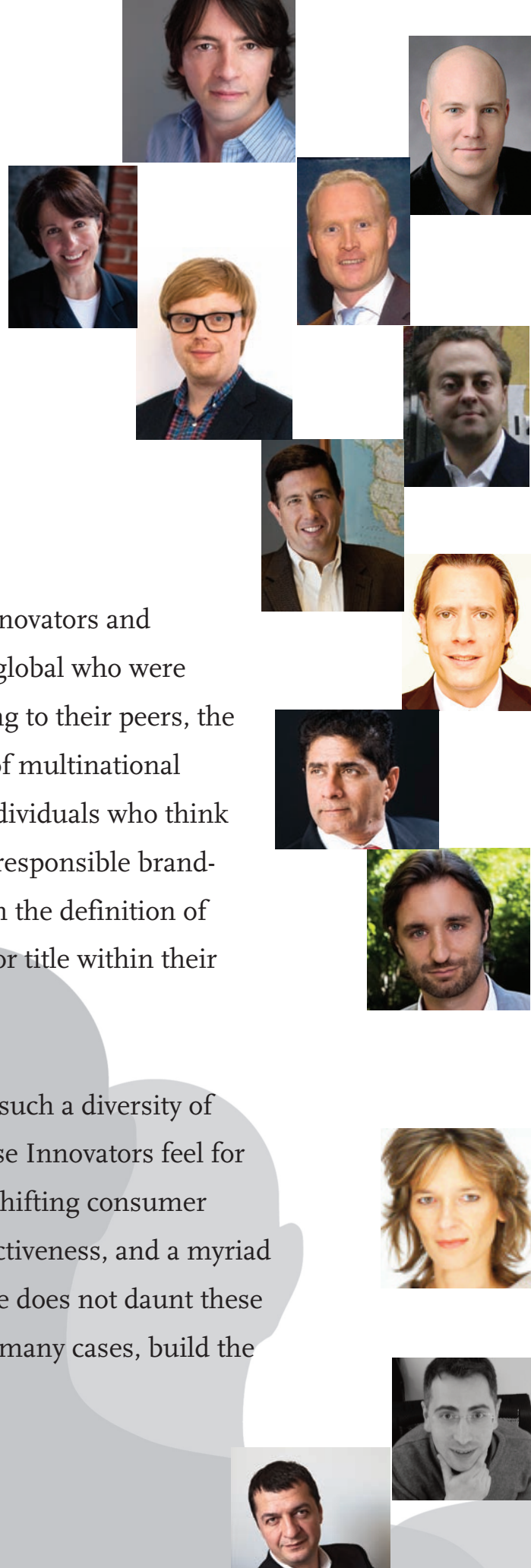
IN PERSON

connecting people and ideas in international advertising, marketing and media.

innovators 2011 thinking beyond

This marks **The Internationalist**'s sixth annual Innovators and celebrates 30 men and women from around the globe who were nominated by their industry colleagues. According to their peers, the 2011 Innovators are leading lights—champions of multinational strategy, adept at innovative communications, individuals who think about advertising in new ways, and advocates of responsible brand-building. It is an eclectic group and one in which the definition of innovation knows no bounds of geography, age, or title within their organizations—large or small.

If there could be single trend that emerges from such a diversity of people and backgrounds, it is the excitement these Innovators feel for being part of so dramatically a changing world. Shifting consumer behavior, new technologies, an emphasis on effectiveness, and a myriad of media options in our ever-reshaping digital age does not daunt these individuals. They only see opportunities, and in many cases, build the tools to insure the results.



THE 2011 AGENCY INNOVATORS:



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To read the complete interviews go to **The Innovators** online, go to:
http://agency-innovators.typepad.com/innovators_2011/



René Allemann
CEO
Branders, Zurich
Switzerland

If René Allemann had to choose a favorite quote, it would be from Bernard Shaw: "You see things; and you say, 'Why?' But I dream things that never were; and I say, 'Why not?'" That simple expression has been a motivating force for René, who founded the Zurich-based consulting firm Branders in 2005.

With 20 employees, the branding agency creates, maintains and manages brands. He characterizes his staff as "a team of economic, psychology, and of course design specialists providing consulting for small, middle-sized and large companies." Branders is currently working on projects in Switzerland, the US and China.

René Allemann believes that every brand is unique and tells its own story. He encourages his Branders team to approach each project with candor, accuracy and a clear objective. Attention to detail is one of the many ways in which he respects the differing needs of brands as they face challenges in markets beyond their home country. Branders is also responsible for two international branding hotlines which encourage marketers throughout the world to discuss various branding topics and enquire about guidelines to insure a consistent brand appearance in every country. Intrigued by powerful brands and the people who create them, René recently extended his company's offerings to what he describes as an emotional branding magazine called *The Brander*. "Strong brands stand for a clear idea that they communicate across all touch points." Found online, *The Brander* highlights the people and the story behind a brand.

"We are surrounded by global, anonymous brands. Often nobody knows who the people behind a brand actually are. At the same time there is a growing trend towards authenticity and identification. And this is gaining importance in brand management." In describing the mission of *The Brander*, he says, "Therefore we are lending a voice to brands and their creators — the entrepreneurs, the CEOs, the designers, the inventors, the driving forces behind it all. What characterizes these people? What drives them? What is their recipe for success? We take a look behind the scenes and give the brands a face."

Learn more about René Allemann's ideas and interests, go to http://agency-innovators.typepad.com/innovators_2011/ren%C3%A9-allemann-ceo-branders-zurich-switzerland.html

Matt Howell
Managing Partner,
Global Chief
Digital Officer
Arnold, Boston



Matt has built his career at the intersection between marketing and technology. As Managing Partner, Global Chief Digital Officer at Arnold, Matt leads digital teams across the agency's global micro-network to ensure digital capabilities are integrated throughout each office. Arnold Worldwide, a global communications company, now has 18 offices in 15 countries. It is one of the top five most creatively awarded agencies of the past decade.

He arrived at Arnold from Modernista!, where he spent three years, most recently as President. While there, he ran the interactive group and successfully integrated digital practices into the core of the agency's offering.

Previously, Matt worked at R/GA and was responsible for award-winning work for Nike+, NikeiD and the Nike Online Store. He was also a part of the agency's expansion into Stockholm, Sweden. Matt began his career in traditional advertising at Ogilvy & Mather in London before transitioning to digital marketing in 1996. Since this time, he has overseen work for clients ranging from AT&T to Sony to Cadillac to Prada.

Over his career, Matt's work has taken top honors at Cannes, the One Show, the Clios, and others. He also sits on the Board of Directors at Boulder Digital Works at the University of Colorado, where he is a frequent lecturer.

Dictionary definitions aside, how would you characterize innovation in the work you do? I think the most important aspect of my job is creating an environment where bright, restless, motivated people can create their best work. So, much of my focus on innovation is directed toward creating opportunity and an environment where smart thinking can be realized. That means stripping away unnecessary process, sidelining unhelpful people, and working to provide access to skills, tools and technology necessary to bring beautiful, innovative ideas into the world.

Learn more about Matt Howell's ideas and interests, go to http://agency-innovators.typepad.com/innovators_2011/matt-howell-managing-partner-global-chief-digital-officer-arnold-boston.html