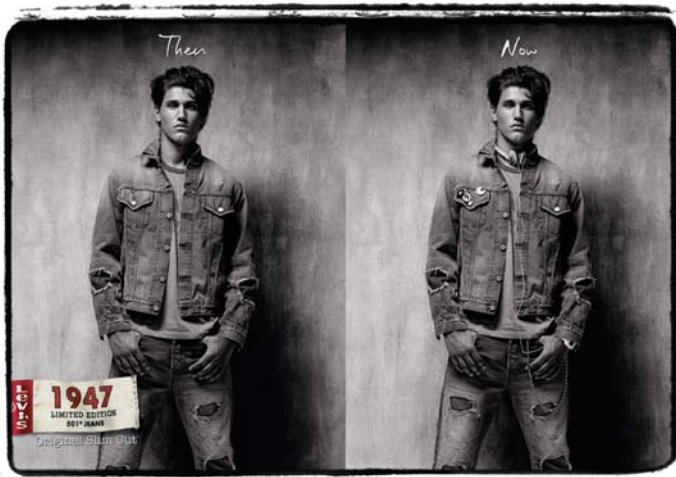


## Patek Philippe celebrates 'Generation' campaign

Tradition should always command respect - a statement that has stood the test of time for Philippe Stern, founder of the Patek Philippe Spirit. *"Marketing is not that important for Patek Philippe but it is important for us to have continual demand for our brand. Even in difficult times, we should always be able to create demand first and adjust production, if possible. Today, we cannot adjust the production as demand is much higher. But in difficult times, we may have to cut production, as shareholders, who always want figures to increase, do not dictate us. If you produce excess, then you have problems with parallel business and discounts - that we should avoid. Marketing for Patek Philippe today is to ensure better visibility in the stores and advertising that is aligned with our strategy. It is not done to find out what to sell, at what price and what to produce."*

### Top Award for Patek Philippe Advertising campaign

'Generations' won the favour of both the expert's panel and the public vote. Celebrating over 10 years of success, the advertising campaign won 'The Watch Industry Advertising Campaign Of The Year' award in the print media category. The fact that this travelling pictorial campaign took top ranking in this category fully reflects its remarkable success. "Begin your own tradition" is the theme and mantra, which portrays togetherness and shared moments of three generations, tastefully captured by world-famous photographers! @



## BBH brings life to Classic 1947 Levi's 501 jeans

Celebrating the timelessness of Levi's 501 jeans with the launch of its limited edition series, this below-the-line campaign runs across Asia. The key campaign visuals juxtapose 'Then and Now' - two near-identical shots of the same talent in the same outfit, except for subtle modern styling cues. On closer inspection, a set of headphones, a wallet chain, badges and a digital watch are apparent giveaways of the modern day wearer.

The ads are shot in black and white to cleverly accentuate a timeless take on the post war era that appears just as relevant in modern day - further validating that these jeans have stood the test of time. The campaign was shot by award-winning, New York based photographer Simon Harsent. @



## BBC renaming campaign - now BBC World News!

Recently, the new BBC World News brand replaced BBC World. The new name stems from audience research revealing greater effectiveness in conveying its content. Having a more contemporary feel, the look is sharp, unfussy, direct and fresh - and remains consistent in ensuring clarity in an increasingly competitive global newsmarket. @



## Michelin Tackles Fuel Costs

TBWA\Singapore has developed a new AsiaPac campaign for Michelin tyres. Starring the Michelin Man demonstrating key product attributes - fuel economy and longevity - the campaign made its first appearance in Thailand, Taiwan, Malaysia and Australia.

New York-based TV production company - Psyop- was engaged to create a hyper-realistic, epic world for the commercials. Renowned for their world-class, character animation and VFX work on brands such as Coca Cola and Adidas, Psyop more than met expectations. @

## 'No One Should Work Late' Beware The CBD Ghost Lurking around Raffles Place. . . .GMP, a Recruitment HR consultancy, stakes ownership!

In a city that never sleeps, one video shocked the CBD crowd. It showed CCTV footage of 2 men being followed out of an office lift by the ghost of an old woman, and linked viewers to a blog by 3 amateur ghostbusters, who claimed to have been sent this video. They were investigating and invited anyone who knew anything about the Raffles Place building OR the incident to give them details.

Soon the video spread like wildfire, appearing on YouTube and Google Video. The Straits Times' Stomp picked up on it and posted the video on their site. (Over 60,000 people had viewed the video on Stomp and over 100,000 people had seen it on YouTube.) The daily press wasn't far behind - it made front page news in Shin Min Wanbao, while Lianhe Wanbao featured a long article in its main news. Soon it was being discussed on over 300 websites with everyone from Paranormal Societies to Production Video makers offering their expert comments.

Meanwhile the Amateur Ghostbusters' blog was swamped with user generated content. About 10 days after the video made its appearance, GMP (a recruitment and HR consultancy) staked ownership. On Labour Day, Josh Goh, Manager of Corporate Services, made a statement on a video that NO ONE SHOULD WORK LATE. At GMP, they wanted to highlight the many dangers of working late. He said stress and ill health are common downsides of late nights at the office. And if you were really unlucky, you could even meet a ghost!

The revelation of this advertising stunt was just as newsworthy as the earlier buzz generated by the video. It was talked about on primetime news over the main TV channels 5 (English) & U (Mandarin). There was a lot of traffic to the GMP microsite and the number of CVs uploaded increased exponentially. *"By surrounding the campaign elements around the idea of 'No One Should Work Late' we want to remind people that the right career is about the right challenges, prospects, benefits and hours of work. The right career is one that allows you to enjoy your work and become more productive, hence reducing the number of late nights. At GMP, we firmly believe in and advocate work-life harmony."* Farrokh Madon, ECD, McCann Worldgroup says, *"It's a fantastic example of how a big idea can magnify a small advertising budget. Great advertising isn't possible without a great client, so full marks to the agency team and a truly brave client for producing an idea that moved the nation."*

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