

## Arthur to regional position at McCann

By Robin Hicks

**ASIA-PACIFIC** McCann Erickson has hired former Euro RSCG Paris account director Benjamin Arthur to run its MasterCard business across Asia-Pacific, Middle East and Africa as regional business director.

Reporting to Southeast Asia area director Mark Ingrouille, Arthur replaces Stephen Powers, who has moved to a management role at MRM in Shanghai. Arthur was previously at Euro RSCG in Paris, and has had stints at Lowe in London, where he began his career, and Prague. He later moved to McCann in Bangkok.

"MasterCard is expanding rapidly in region. It's an ambitious, high-growth client, and 'Priceless' is probably the most successful global campaign of the past 10 years," said Ingrouille. "Benjamin will be looking to build the business and take 'Priceless' into new areas."



Wertime...co-authored book

## Wertime book lifts lid on digital media

**ASIA-PACIFIC** In an effort to make digital marketing more accessible to marketers with a non-digital background, OgilvyOne worldwide Asia Pacific chief executive Kent Wertime and Professor Ian Fenwick have written what they describe as "the definitive text" to outline structural changes in the global marketing landscape.

*DigiMarketing: The Essential Guide to New Media and Digital Marketing* examines over 400 pages the driving forces behind digital change, and the implications for marketers and consumers.

Wertime and Fenwick hope to address what they see as a "tremendous misallocation of marketing resources", and dispel the confusion created around digital marketing in the early dotcom days by "voodoo meisters".

The book provides examples of effective online marketing in conjunction with a specially created website featuring links, videos, and a digital marketing forum.

"People have to understand what channels are out there and what the issues are," says Wertime. "You don't just go to a building site and start using tools. If you're laying cement, you don't need a hammer."

# MMA unveils guidelines

Association hopes to educate brands on the potential of mobile marketing

By David Blecken

**ASIA-PACIFIC** The Mobile Marketing Association (MMA) has released a set of guidelines that it hopes will set a standard in mobile marketing in Asia-Pacific.

But Ravi Shankar Bose, VP of international business at Fugumobile, argued that the guidelines are basic and prescriptive at too early a stage to be of great value. "They are too technically-oriented," he said. "Mobile is a new medium. At this stage, the more innovation there is, the better."

In drafting the guidelines, the Asia-Pacific Mobile Advertising committee (established by the MMA earlier this year) aims to educate brands and marketers in the region as to the potential of the medium, build consistency, and steer mobile marketing towards a positive consumer experience, avoiding bombardment of the public with unwanted messages.

The guidelines offer information on style, format and use of mobile web banner ads. Among the factors explained are the different technical requirements for ad creation depending on display capabilities, and advertising units such as banner dimensions and aspect ratios.

"It's very important to follow these guidelines," said Ken Mandel, Yahoo's VP for Southeast Asia and MMA Asia-Pacific vice-chairman. "There's a great opportunity in mobile marketing, but if you target people in the



### Key MMA Guidelines

Advertisers should:

- supply artwork in GIF and Jpeg formats for all mobile web banner advertising
  - ensure that advertisements display effectively on the majority of mobile phones
  - ensure consistent display
  - optimise the effectiveness of an advertisement's display on various mobile phone models and screen sizes
  - impose little intrusion on the content of the advertisements
  - provide an engaging, non-intrusive consumer experience
  - focus on banner size optimisation rather than on maximising space on the mobile screen
  - limit user input to numeric or short sequences of text due to the keyboard limitations of most devices
  - limit data volume to 20kb per mobile web page to ensure acceptable download times over mobile networks
  - limit the number of retrievals (images and so on) to 10 per mobile web page to reduce page loading delays
- For screens with a width of 128 to 176, three to eight pixels allowance should be provided for the vertical scroll bar (maximum one line of text, eight characters)
  - For screens with a width of 240, six to 16 pixels allowance should be provided (maximum one line of text, 12 characters)
  - Textlink ads should be designed with reference to the overall design of the mobile site and should be positioned to the left or middle section of the site

wrong way, there will be a backlash."

David Turchetti, CEO of 21 Communications, said: "Currently, mobile advertising varies operator-to-operator and campaign-to-campaign. The guidelines seek to standardise advertising formats and deployment techniques

so that operators, advertisers and brands can more effectively run mobile media promotions."

Bose said best-practice case studies would be more useful than technical restrictions, noting that a spam overflow is already giving mobile marketing a bad name in India.

The MMA currently features case studies from Europe and the US on its website.

The main challenge, Mandel said, lay in educating marketers as to how mobile marketing can be used in an integrated campaign. **See Opinion 1, page 20**

## DDB Taiwan names new creative leadership

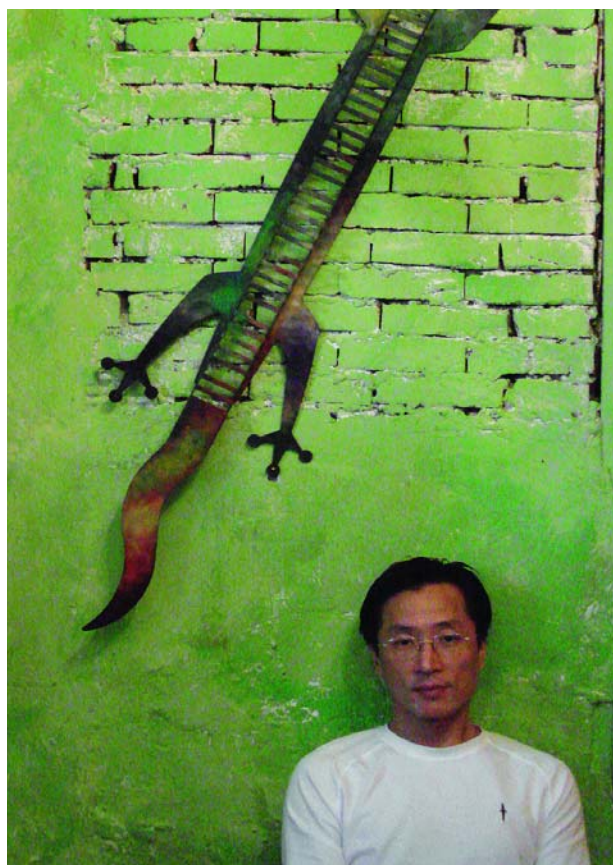
By Glenn Smith

**TAIPEI** Sean Liang, formerly group creative director of Ogilvy, has been appointed executive creative director of DDB Taiwan, effective February 12. His second-in-command will be Cindy Shen, named senior creative director, after returning to the agency following a sabbatical that began in early 2005.

Liang is taking the reigns from Coco Chen, who resigned and left the agency at the end of last month, amid the departures of five people from its creative department.

Dick van Motman, CEO of DDB China and Taiwan, said the two hires reflect the "commitment and investment" DDB has made in Taiwan beginning with the appointment of Roy Soetanto as managing director last July.

"Soetanto and Liang are ideally suited to drive DDB's 'creative solutions' approach, which is highly relevant to the rapidly changing Taiwan market where brand influence is



Liang...ex-Ogilvy man succeeds Coco Chen as at DDB Taiwan

increasingly driven by solutions beyond advertising," said van Motman.

Soetanto said there was a need to provide integration and that Liang was seen as "a person who could do this", while filling the vacancy left by Chen's departure.

"Coco had been instrumental in spearheading our creative team for the past three years," said Soetanto. "Working with her was a rewarding experience."

Liang has a long track record for creative work in Taiwan for a range of products including fast moving consumer goods, technology, automobiles, finance and beverages. Past clients include Nike, Microsoft, Intel, Pizza Hut, Volvo, Mercedes Benz, DHL and more. His career includes stints at Lintas (Lowe), JWT, Euro RSCG and Ogilvy.

Liang has received recognition at Cannes, Clio, New York Festivals, Media's Spikes and Taiwan 4As, as well as the Long Xi awards.

## GSK taps emotion for Fenbid drive

**SHANGHAI** GSK is eschewing its functional global campaign for pain relief product Fenbid, relying on a more emotional angle to try and build awareness of the product in mainland China.

Using the tagline 'it's my choice for unknown hero', the new Rmb 100 million (US\$14 million) drive uses the experiences of real pain sufferers to better connect with the product's 29- to 49-year-old target audience.

"For the GSK TVC, we decided to focus on a real-life situation in order to accurately reflect the difficulties people face in their daily life," said Kweichee Lam, executive creative director at Ogilvy & Mather Advertising Beijing, which crafted the programme.

"It makes us more aware of those in need, and allows us to connect with the consumer on a different level."

The 30-sec TVC, which will be run nationwide for a year, is called 'Teacher Shi' and features a teacher who single-handedly constructed a school in poor living conditions to help more than 100 impoverished children outside of Beijing.

As a result of his long hours and strenuous work, he suffers from muscle and joint pain. Fenbid is his solution for battling the pain and allowing him to continue focusing on what really matters.

Ogilvy is leveraging different communication channels to effectively promote Fenbid in the China market.

The campaign will include TV advertising, print, radio, out-of-home, public relations, online and retail communications.

## Lo departs W&K after six-months

By Ella Fitzsimmons

**SHANGHAI** Iris Lo has resigned from her position as executive creative director at Wieden & Kennedy Shanghai, having only held the job for half a year.

Lo joined W&K in mid-2007 after a two-year stint as executive creative director at M&C Saatchi in Hong Kong.

She has returned to Hong Kong for personal reasons, but remains in contact with W&K, where sources say they were "sad to see her go".

Lo was unavailable for comment on her next move. Her replacement at W&K remains unclear.

Before M&C Saatchi, Lo was ECD at Bates Hong Kong, where she won the 4As Kam Fan award for her Just Gold 'Real Woman' campaign, and spent almost nine years. She began her career at local hotshop Synergy as a copywriter, before working stints at Ogilvy & Mather and JWT, where she became creative director.