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SPECIAL FEATURE: BUSINESS SUPERBRANDS

Media/Marketing Services

Master of invention

Saatchi & Saatchi is one of the most famous advertising agencies, responsible for some of the most iconic campaigns of the past 30 years. But the agency's now forging new paths in a rapidly changing marketplace. **By Amy Dixon**

SECRETS OF SUCCESS

Creating tools to inspire and spark emotion

SAATCHI & SAATCHI is a world-wide creative company that develops business-transforming ideas. The agency's ambition is to create loyalty beyond reason for its clients' brands, turning them into what it innovatively calls "Loversmarks". It delivers on this promise through world-class insight and creativity: in branded content, strategic innovation, shopper marketing, digital production, interactive, design and of course, advertising.

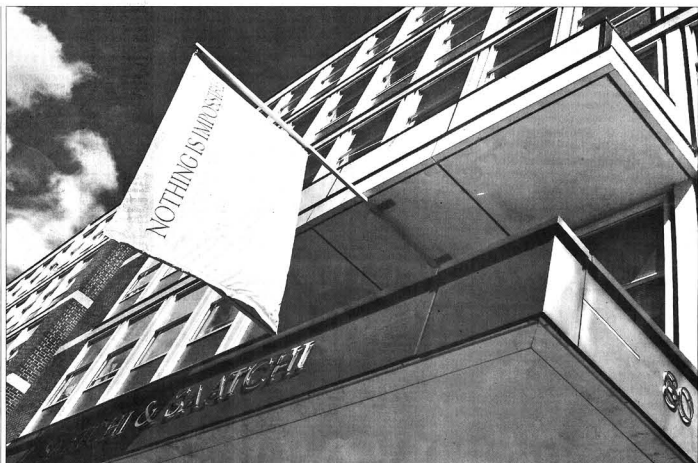
Over the years, Saatchi & Saatchi London has created some of the most famous and effective advertising ever run (among the most iconic is the work which established British Airways as "The World's Favourite Airline"). The agency continues to create powerful campaigns for clients including Carlsberg, Visa, T-Mobile, Sony, Ericsson, Pampers, Dr Martens and others.

Two years ago the agency realised that the rapid impact of new technologies, dizzying media fragmentation and consumer empowerment had changed the basis on which businesses connect with their customers. Change was redefining what Saatchi & Saatchi's clients had to do to win in their markets. The agency concluded that its need for business innovation was as great, if not greater, than for many of its clients.

Creativity, its core competence, remained a critical offering not only to communications but to business in general, and a source of genuine competitive advantage in any market.

So the company has shifted its focus away from an advertising-centred model, taking a more rounded approach, adding strategic innovation, branded content, shopper marketing, beefier-up interactive, and digital execution and distribution to its core offering.

It has become more diverse in the end creative product; clients' businesses have benefited from long form documentaries, dedicated social networks, digital image banks, soap operas on mobile phones, virals and



Strong stance: the Saatchi & Saatchi building at Charlotte Street in London displays the company mantra, "Nothing is impossible"

interactive posters as well as long copy press ads. Effective creativity is built on innovative research and knowledge generation. A good example of this is the Cui-Cui network, a combination of research, social network and blog. It draws on emerging global trends through an internet-enabled community of more than 2,000 young people at the cutting-edge of culture,

gathering richer and deeper insights than traditional forms of research. New divisions were created at Saatchi & Saatchi with unique skillsets to match the changing world order. Recognition of the over-riding importance of corporate innovation for business leaders was the founding principle of Industry@Saatchi, an R&D lab for business, where creativity is brought to the

boardroom, enabling enlightened leaders to create their own strategic futures. Meanwhile, a division called Saatchi & Saatchi X was set up to meet clients' needs in the hugely competitive retail environment. The stopper marketing experts at Saatchi & Saatchi X use radical thinking to develop strategies to turn shoppers into buyers, helping clients' brands stand out and win the

battle in the increasingly crowded shopping aisles. In addition, Cui@Saatchi was launched to offer brand-building creativity not only to compel young people's attention but also to generate its own revenue stream by creating branded entertainment. This can be in a number of formats, including film, music, art, events, fashion or interactive and is delivered live or via

mobile phones, the internet, cinema or MP3. Consumers will pay for content, branded or not, if it is rich and rewarding, so Cui@Saatchi can create radical models for sharing intellectual property and revenue with clients. In 2006, the agency won substantial new assignments; business wins across the network include Sony Ericsson, Avaya, JCPenney, Emirates Airlines, T-Mobile and SoccER6 Generation.

Top scoring for Carlsberg

Reworking the timeless combination of beer and football in a refreshing way proved a winner for Carlsberg's World Cup campaign

The World Cup is the most important trading period in the calendar for the beer industry with huge potential for sales growth once every four years. In 2006 Carlsberg

approached Saatchi & Saatchi in need of a campaign that would make football fans everywhere want to drink Carlsberg during the World Cup, despite the manufacturer

not being an official sponsor of the action. Carlsberg wanted to capture the hearts and minds of the real football fans in a context that would feel real to them,

as well as stay consistent to its long-running "Carlsberg don't" campaign. The answer was a campaign featuring England legends turning out for a Saturday league game as a pub team. The film took place in the locker room and on the pitch.

The spontaneity and unscripted elements made it feel like any other Saturday league game although the manager was Bobby Robson and players included Jack and Bobby Charlton, Brian Robson, Peter Beardsley, Peter Shilton and Peter

Reid, among others. After the veteran dream team secured an easy win over their opposition, the ad ended with the voiceover, "Carlsberg don't do pub teams but if they did they'd probably be the best pub team in the world".

The results were way beyond expectations with an extra 30 million pints of Carlsberg sold over the course of the World Cup, outselling the market leader by three million pints (off trade) and with a large increase in loyalty to the brand of 79 per cent, according to reports by the

market research bodies ACNielsen/IPSOS. Perhaps more remarkably, a third of people who bought Carlsberg during the World Cup claimed to have done so as a result of seeing the campaign.

Proof that the Old Lions campaign connected Carlsberg with true football fans was shown in YouGov's brand buzz index, which gave Carlsberg a score twice that of its competitors. England may not have won the World Cup, but it seems that Carlsberg did.



Keeping pace with executive director of growth and business development at Saatchi & Saatchi London, and he explains how the agency has been evolving.

"We're applying a group of complementary creative skills to solving clients' business problems. Advertising alone is not enough any more. Assuming a client has a problem that can be addressed through communication, it might be something that we solve with interactive, 'shopping marketing', branded content design, as well as advertising - sometimes on their own, often in combination.

"Twenty-five years ago there was one commercial TV channel - now there are 400. The internet did not exist and now there are billions of web pages and unsurprisingly internet advertising is increasing globally by gigantic leaps each year. Technology has become this huge complicating factor for companies in reaching customers.

Meanwhile, consumers are becoming more sophisticated in what they want, when they want it, and tuning out what they don't want, which is, more often than not, the message from the sponsor," he adds.

Saatchi & Saatchi, he says, sees these three forces colliding in a "perfect storm". It changes every thing clients need to know to win in their markets.

"So we have to have a much more diverse creative offering, whether it means creating immersive shopper experiences, helping clients understand the importance of babies' night-time sleep, creating documentaries and soundtracks for a specific audience, or engaging young consumers through the iFreem2.com social network created by Saatchi & Saatchi Interactive for Dr Martens shoes. Here, consumers can share the fruits of their own creativity with the millions of other members, and then the best content from the site is used in the real-world flagship store, creating incredible loyalty attributes.

"Sometimes it means going in night at the beginning of the business cycle, into strategic innovation, helping businesses work out the change factors for their success over the medium and long term." He cites examples: "Our industry's social innovation business does this very successfully with clients such as PwC, Guinness, Dr Martens and others." The ultimate ambition of the business, he says, is straightforward: "We're out there to help clients to generate loyalty beyond reason for our clients' brands. It's the core of our business approach, which is recognised globally as a powerful strategic tool for creating deep emotional bonds between consumers and brands."

ABOUT SUPERBRANDS

The Superbrands organisation presents expert and consumer friendly information on the UK the core programmes. Superbrands, and iFreem2.com. The Superbrands website provides a range of consumer, business and expert advice. The process generates an annual Top 500 super programme.

Each annual programme has an independent selection process that lists the opinion of an expert council and a nationally representative sample of consumers. The process generates an annual Top 500 super programme.

From an initial list of thousands of brands, The tables of winners are published in the national and trade press and in the network Superbrands publication. The results are also available to download from the Superbrands website: www.superbrands.uk.com. Superbrands members are

able to use the exclusive award stamp to highlight their status as one of the nation's strongest brands. Each programme has its own award claims, which members currently use on a wide range of material and general marketing materials. Saatchi & Saatchi, qualified to feature in the

Business Superbrands 2007 programme, which highlights some of the strongest brands in the business to business sectors. From sectors as diverse as office supplies to defence and aerospace manufacturing, most represent quality, reliability and distinction.



in addition to standing up against the following definition: "A Business Superbrand has established the finest reputation in its field; it offers customers significant emotional and social benefits; it outperforms its competitors, which (conspicuously or sub-

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