

# Italy October 2007- edition 1- section Competition

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MEDIAEDGE :CIA (WPP/GroupM)	Key Clients (excl. Wins) (part of the top 250 advertisers + Network's clients)	JANUARY 2006 – DECEMBER 2006 (>€1m) Account moves (TRADITIONAL MEDIA only) reported at the date of their announcement		JUSTIFICATION OF THE GRADE	GRADE
		DEPARTURES	WINS		
<p><b>Stefano Sala</b> (CEO)</p> <p><b>Three Brands:</b> Mediaedge:cia</p> <p>Media Club</p> <p>BBS/Maxus</p> <p>Milan</p> <p>Roma</p> <p>Verona</p>	<p>AUTOMOTIVE / ENERGY Daimler Chrysler (Mercedes, Chrysler, Mitsubishi); Michelin; Piaggio; Toyota</p> <p>BANK / FINANCE Banca Intensa; Gruppo Global Mirandona GE Money; RAS bank; Visa</p> <p>COSMETICS / PHARMA Beiersdorf (except La Prairie); Colgate Palmolive/Gaba; Chanel; Estee Lauder; Henkel; Novartis; Pool Pharma; Schick Wilkinson Sword; Vichy (L'Oréal); Chefaro Pharma; Whyeth (Whitehall)</p> <p>PACKAGE GOODS / FMCG Barilla; Cons. Grana Padano; Acqua Minerale San Benedetto (inc. Schweppes &amp; Iced Tea brands); Nestlé; Leaf;</p> <p>TELECOM / IT / INTERNET 123Multimedia; Telecom Italia; Il numero</p> <p>RETAIL / RESTAURANTS Calzedonia Vallese (TV buying); Euronics; H&amp;M; Serta-Expert; UPIM; Coop; Ikea;</p> <p>HOME/ELECTRIC APPLIANCES Poltrone e Sofà; Miele; Canon; Imetec</p> <p>LEISURE/SPORTS/TOYS Speedo;</p> <p>ENTERTAINMENT / MEDIA / ELECTRONIC 20th Century Fox; Blockbuster; Candy; Il Sore 24 Ore;</p> <p>TRANSPORT / TOURISM / HOTELS Gardaland; Singapore Airlines.</p> <p>OTHERS (Tobacco, Fashion, Luxury, Estate Agents, business services, etc...) Gratta e vinci (Lottomatica); Saeco Clima; Zed; Invicta;</p>	<p><b>Alleanza Assicurazioni</b> 10m€to Carat (January)</p> <p><b>Bose</b> 1m€to Vizeum (April)</p> <p><b>Teleunit</b> 1m€to Vizeum (April)</p> <p><b>Hi3G</b> 90m€to Carat (July)</p> <p><b>Reebok</b> acquired by Adidas to Carat</p> <p><b>Fastweb</b> 30m€to MindShare after pitch (December)</p> <p><b>Regione Lombardia</b> (18m€) to ZenithOptimedia</p> <p><b>Equilon</b> 5m€acquired by Linea to OMD</p> <p><b>Zuegg</b> (Marmelade) 1m€to OMD</p> <p><b>Bosch</b> 3m€to OMD</p> <p><b>Ras Bank</b> 2m€to OMD (January)</p> <p><b>Enervit</b> 2m€to Carat (January)</p> <p><b>Vanity Fair</b> (Lee, Wrangler) to ?</p> <p><b>ING</b> 20m€to MPG (December)</p> <p>Extension l'Oréal <b>Vichy</b> 13m€to ZenithOptimedia</p> <p><b>Conad</b> 20m€to Vizeum (November)</p> <p><b>Major Wins 2005</b> (not part of the assessment)</p> <p>retained <b>RCS Group</b> partly (May)</p> <p><b>Chefaro</b> pharma &gt;5m€(January)</p> <p><b>Eurospin</b> &gt;5m€ from in-house (January)</p> <p><b>GE Money</b> &gt;5m€ new (January)</p> <p><b>Joyco</b> (Wrigley) &gt;1m€from MediaCom (Jan consolidation <b>Henkel</b> &gt;20m€from OMD (autumn)</p> <p><b>Il Numero Italia</b> (Office Automation) &gt;20m€ new (June)</p> <p><b>Vogel Burda</b> &gt;1m€new</p> <p><b>RTL</b> &gt;1m€new (April)</p> <p><b>Twining</b> (thea) &lt;5m€(July)</p> <p><b>Wega</b> (office automation) &gt;5m€ (September)</p> <p><b>Conad</b> &gt;5m€from Vizeum</p> <p><b>Nestlé</b> &gt;85m€from UM, Media Italia and ZO</p> <p><b>Telecom Italia</b> 180m€ from Media Italia (November)</p> <p><b>Dimensione Danza</b> 1m€from OMD (Dec)</p> <p><b>Gaba</b> (acquired by Colgate) (January)</p> <p><b>IKEA</b> &gt;5m€from OMD (July)</p> <p><b>Michelin</b> &gt;5m€partly from OMD (July)</p> <p><b>Sharp</b> (electronic appliance)&gt;3m€</p>	<p><b>Coop</b> (retail) &gt;11m€ from Initiative after a creative pitch (January)</p> <p>retained <b>Poltronesofa</b> &gt;12m€(February)</p> <p><b>Parmacotto</b> &gt;3m€New (January)</p> <p><b>Giovanni Fabbri Editore</b> &gt;2m€(January)</p> <p><b>Freddy</b> &gt;4m€Opinion Leader (January)</p> <p><b>GAN</b> &gt;4m€(May)</p> <p><b>Monster</b> (European alignment) &gt;3m€from ZenithOptimedia (May)</p> <p><b>Generali</b> &gt;1m€(May)</p> <p><b>Festina</b> &gt;2m€in-house before (July)</p> <p><b>Fossil</b> &gt;3m€in-house before (July)</p> <p><b>Eminflex</b> &gt;20m€in-house before (May)</p> <p><b>Consorzio Asti Spumante</b> &gt;6m€in-house before (July)</p> <p><b>Rexfin</b> &gt;2m€in-house before (September)</p> <p><b>Gabetti</b> &gt;2m€in-house before (September)</p> <p><b>Zuritel</b> 5m€lost by ZenithOptimedia (December)</p> <p><b>Binda</b> (luxury) International coordination</p> <p><b>Dolomite</b> (sport) 1m€no incumbent agency</p> <p><b>Toshiba</b> 1m€no incumbent agency</p> <p><b>Elica</b> (furniture) 1m€no incumbent agency</p> <p>Extension Beirsdorf with <b>La Prairie</b> 4m€from OMD</p> <p><b>Shoestring</b> 1m€no agency before</p> <p><b>Miele</b> 1m€international pitch</p> <p><b>CityBank</b> 1m€no agency before</p> <p><b>Marchon</b> 2m€no agency before</p> <p><b>Metro Cash &amp; Carry</b> 3m€no agency before</p> <p><b>Ente per il turismo Ellenico</b> 1m€from OMD</p> <p><b>Eurofly</b> 3m€from Starcom</p> <p><b>Accounts from MindShare</b> <b>Electronic Arts</b> 2m€, <b>Aviva</b> 1m€(March), <b>Euler</b> <b>Hermes SIAC</b> 1m€(January), <b>Boheringer</b> &gt;12m€ (March), <b>Cameo</b> 23m€(March), <b>Sisal</b> (gambling) &gt;6m€(March), <b>Sodi-Lete</b> &gt;14m€(March), <b>Professione Casa</b> &gt;2m€(Jul); <b>Plastwood</b> &gt;3m€</p>	<p>The agency suffered from several local departures, including two significant accounts in the finance sector after local pitches; two telecom accounts moved locally but Mediaedge:cia did not defend Hi3G due to a conflict with Telecom Italia while Fastwebhas moved to sibling agency MindShare after a local pitch.</p> <p>In terms of wins, out of a long list of new clients, Mediaedge:cia has won two top accounts, retailer Coop (thanks to the win of Y&amp;R) and Eminflex, and retained Poltronesofa after review. Moreover, the agency has benefiting from the transfer of a dozen clients from sibling agency MindShare, including key clients Boheringer, Cameo and Sodi-Lete.</p> <p>Participation to PITCHES (not won)</p> <p>Enervit won by Carat</p> <p>Indesit retained by Carat</p> <p>ING won by MPG</p>	<p>2006</p> <p>MEDIAEDGE:CIA</p> <p>C</p>

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<b>MEDIAEDG</b> <b>E:CIA</b> (WPP/GroupM)	<b>Key Clients</b> (excl. Wins) (part of the top 250 advertisers + Network's clients)	<b>JANUARY 2005 – DECEMBER 2005 (&gt;€1m)</b> Account moves ( <b>TRADITIONAL MEDIA only</b> ) reported at the date of their announcement		<b>JUSTIFICATION OF THE GRADE</b>	<b>GRADE</b>
		<b>DEPARTURES</b>	<b>WINS</b>		
<b>Stefano Sala</b> (CEO)	AUTOMOTIVE / ENERGY <b>Daimler Chrysler</b> (Mercedes, Chrysler, Mitsubishi); <b>Michelin; Piaggio; Toyota</b> BANK / FINANCE <b>Banca Intensa; Gruppo Global</b> <b>Mirandona GE Money; ING Direct;</b> <b>RAS bank; Visa</b> COSMETICS / PHARMA <b>Beiersdorf</b> (except La Prairie); <b>Colgate</b> <b>Palmolive/Gaba; Chanel; Estee Lauder;</b> <b>Henkel; Novartis; Pool Pharma; Schick</b> <b>Wilkinson Sword; Vichy (L'Oréal);</b> <b>Chefaro Pharma; Whyeth (Whitehall)</b> PACKAGE GOODS / FMCG <b>Barilla; Cons. Grana Padano; Acqua</b> <b>Minerale San Benedetto</b> (inc. Schwepes & Iced Tea brands); <b>Nestlé; Leaf;</b> TELECOM / IT / INTERNET <b>Fastweb; 123Multimedia; Telecom</b> <b>Italia; Il numero</b> RETAIL / RESTAURANTS <b>Calzedonia Vallese</b> (TV buying); <b>Euronics; H&amp;M; Serta-Expert; UPIM;</b> <b>Coop; Ikea;</b> HOME/ELECTRIC APPLIANCES <b>Poltrone e Sofà; Miele; Canon; Imetec</b> LEISURE/SPORTS/TOYS <b>Speedo;</b> ENTERTAINMENT / MEDIA / ELECTRONIC <b>20th Century Fox; Blockbuster;</b> <b>Candy; Il Sore 24 Ore;</b> TRANSPORT / TOURISM / HOTELS <b>Gardaland; Singapore Airlines.</b> OTHERS (Tobacco, Fashion, Luxury, Estate Agents, business services, etc..) <b>Gratta e vinci</b> (Lottomatica); <b>Saeco</b> <b>Clima;; Zed; Invicta; Vanity Fair</b> (Lee, Wrangler)	<b>RCS Media Group partly</b> >5m€to <b>Carat</b> (March) <b>Trenitalia 10m€</b> to Carat <b>Richemont</b> (European decision)<5m€to <b>ZenithOptimedia</b> (July) <b>Computer Associates</b> >1m€to Initiative (April)	retained <b>RCS Group partly</b> (May) <b>Chefaro pharma</b> >5m€(January) <b>Eurospin</b> >5m€ from in-house (January) <b>GE Money</b> >5m€ new (January) <b>Joyco</b> (Wrigley) >1m€from <b>MediaCom</b> (Jan) consolidation <b>Henkel</b> >20m€from <b>OMD</b> (autumn) <b>Il Numero Italia</b> (Office Automation) >20m€ new (June) <b>Vogel Burda</b> >1m€new <b>RTL</b> >1m€new (April) <b>Twining</b> (thea) <5m€(July) <b>Wega</b> (office automation) >5m€ (September) <b>Conad</b> >5m€from <b>Vizeum</b> <b>Nestlé</b> >85m€from <b>UM, Media Italia and ZO</b> (November) <b>Telecom Italia 180m€</b> from <b>Media Italia</b> (November) <b>Dimensione Danza</b> 1m€from <b>OMD</b> (Dec) <b>Gaba</b> (acquired by Colgate) (January) <b>IKEA</b> >5m€from <b>OMD</b> (July) <b>Michelin</b> >5m€partly from <b>OMD</b> (July) <b>Sharp</b> (electronic appliance)>3m€	<b>BBS / Maxus is still considered as a</b> <b>second brand of Mediaedge:cia, hence is</b> <b>part of the same evaluation table. In 2007,</b> <b>Maxus should operate separately from</b> <b>Mediaedge:cia.</b> <b>The agency has one account in transport</b> <b>(Trenitalia).</b> <b>On the other hand, BBS / Maxus has won</b> <b>Nestlé and Telecom Italia, the biggest</b> <b>domestic advertisers in their sectors. In</b> <b>addition, Mediaedge:cia Group has scored</b> <b>many others new business wins with teh</b> <b>Henkel consolidation, the telecom win of</b> <b>Il Numero and the international win of</b> <b>Ikea.</b> <b>Generally, the agency has well extended</b> <b>its client portfolio, particularly in the</b> <b>FMCG industry.</b>	<b>2005</b> <b>MEDIAEDGE:CIA</b> <b>A+</b>
		<b>Major Wins 2004</b> (not part of the assessment)	Participation to <b>PITCHES</b> (not won)		

**Three Brands:**  
**Mediaedge:cia**  
**Media Club**  
**BBS/Maxus**

**Milan**  
**Roma**  
**Verona**

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MEDIAEDGE :CIA	CLIENTS PORTFOLIO		EXPLANATION OF THE GRADE Qualitative assessment of the wins & departures	GRADE	
	Key Clients <i>(part of the top 300 advertisers / Network's clients)</i>	JANUARY 2004 – DECEMBER 2004 (>M€I)			
		DEPARTURES			WINS
<p><i>Paolo Salvaderi</i> (CEO &amp; Chairman)</p> <p><i>Marco Girelli</i> (Vice President)</p> <p>Mediaedge:cia</p> <p>Media Club</p> <p>BBS / Maxus</p> <p>Milan</p> <p>Roma</p> <p>Verona</p>	<p>AUTOMOTIVE Daimler Chrysler (Mercedes, Chrysler, Mitsubishi); Fiat (Outdoor media only); Michelin; Toyota</p> <p>BANK / FINANCE Banca Italease; Banca Intensa; Banco Pop. Di Verona; GE Money; ING Direct; RAS bank; Visa</p> <p>COSMETICS / PHARMA Beiersdorf (except La Prairie); Colgate Palmolive; Chanel; Estee Lauder; Henkel; Novartis; Pool Pharma; Schick Wilkinson Sword; Vichy (L'Oréal); Wyeth</p> <p>PACKAGE GOODS / FMCG Barilla; Bolton (food division); Conserve Italia; Cons. Grana Padano; Eframnn Yogurt ; Gramilano; Ilva Saronno; Loacker (chocolate); Acqua Minerale San Benedetto (inc. Schweppes &amp; Iced Tea brands);</p> <p>ENTERTAINMENT / MEDIA / ELECTRONIC 20th Century Fox; Blockbuster; Candy; Canon; Il Sore 24 Ore; RCS Group partly</p> <p>TELECOM / IT / INTERNET "3" (H3G Trezzano); Fastweb</p> <p>RETAIL Calzedonia Vallese (TV buying); Diadora; Euronics; H&amp;M; Poltronosofa; Prealpi; Reebok; Speedo; Serta-Expert; UPIM; Vanity Fair (Lee, Wrangler)</p> <p>OTHERS Byblos; Gardaland; Gratta e vinci (Lottomatica); Miele; Saeco Clima; Trenitalia; Zed</p>	<p>Subaru &gt;1m€to B-Side Media</p> <p>Yomo &gt;10 m€to Vizeum</p> <p>RCS Media Group partly &gt;5m€to Carat</p> <p>Edizione Master &gt;1m€to Vizeum</p> <p>Ministero Salute &gt;1m€to Carat</p> <p>Panasonic (network) &lt;5m€to Vizeum</p> <p>Aventis &lt;5 m€to ZenithOptimedia (following the merger between Sanofi and Aventis)</p> <p>Richemont (network) &lt;5m€to ZenithOptimedia</p> <p><b>MAJOR WINS 2003</b> <i>(not part of the assessment)</i></p> <p><u>Local Decision</u> extension Banca Intesa extension 20th Century Fox Woolwich Bank Indian Jeans Ente Turismo Tunisi Fuji Film Sapori Foods Flou H&amp;M Lottomatica "Gratta e Vinci" Comieco Banca dell'Etruria Alleanza Assicurazioni Fiorucci Salumi Maserati Conserve Italia Fast Web Yomo Poltrone e Sofà</p>	<p>Piaggio &lt;5 m€from Vizeum</p> <p>Bolton Group (food business) &gt;20 m€from Carat</p> <p>Eframnn Yogurt &gt;1 m€from Starcom</p> <p>Saeco Clima &lt;5 m€from Muraglia, Calzolari</p> <p>Gruppo Global &gt;1 m€from in-house</p> <p>Agriculture Office – Chicken &gt;1 m€no incumbent</p> <p>Linea &gt;1 m€new</p> <p>Banca Leasing Italease &gt;1 m€new</p> <p>Consorzio Ottico Italiano &gt;1 m€from in-house</p> <p>Rémy Cointreau (network)</p> <p>Tom Tom (network)</p> <p>Heinz &lt;10 m€from OMD</p>	<p>The agency did not suffer of major departures. Except Yomolat lost locally, the major losses resulted from international alignment such as Richemont and from acquisition such as Aventis acquired by Sanofi.</p> <p>The agency won two significant accounts in the food sector; Bolton won after a local pitches and Heinz following Southern Europe assignment.</p> <p>The agency maintains a positive result.</p> <p><b>Facts about the Agency</b></p> <p>Acquisition of the independent "Media Club" in November 2002. Media Club operations have been fully integrated into Mediaedge:cia since early 2003.</p> <p>The Mediaedge:cia office is divided into 12 business units responsible for individual clients, with about 290 clients in total, including over 60 new clients since January 2004.</p> <p>As for the diversified services, the agency used an external company "Full Six" (formerly "Inferentia"; WPP has a 27% stake in the company) for digital services and launched Total Sponsorship for events/sponsorship this year. In line with the network, the agency in Italy has adopted the Navigator operating system.</p> <p>Outdoor buying is through the WPP owned Portland</p> <p>BBS is 100% owned by MEC.</p>	<p>2004</p> <p>MEDIAEDGE: CIA</p> <p>A</p>