

# Kymco gears up for sporty scooter drive

By Benjamin Li

**TAIPEI** Market leading motorcycle brand Kymco has selected JWT Taiwan to handle a new premium brand, after the WPP agency pitched against BBDO, Bates and McCann Erickson.

The new 150cc sportive racing scooter marks a new direction for Kymco, which has focused on motorcycles that cater to mass market daily commuters. It targets an 18- to 25-year-old male urban demographic, which enjoys



Hung...automotive experience

cruising and will hopefully be attracted by superior handling and performance.

JWT secured the business after unsuccessfully pitching for Kymco's economy model

in March, which was won by Bates.

"The client must have felt our passion to ask us to pitch for a second time," said group account director Alan Hung, adding that the agency's knowledge of the brand and its products, and a strategy that encompasses integrated, events and POP helped win the pitch. "And we have automobile clients like Ford and Mazda"

"Kymco motorcycles have been the top sellers in Taiwan

for eight years, followed by the Japanese brand Yamaha, and another Taiwanese brand Sanyang," said Hung. "The three brands capture 92 per cent of the motorcycle market, with Kymco taking over 30 per cent market share."

The first campaign will feature a nationwide test drive next month, with a microsite launching to recruit participants, followed by an overseas professional racing drivers' showcase for the second phase of the campaign.

# Coke woos young Taiwan

New marketing campaign seeks to reclaim drinks giant's top-of-mind status

By Glenn Smith

**TAIPEI** Coca-Cola wants to boost its relevance among Taiwanese youth with the launch of a comprehensive new marketing campaign, as the soft drinks giant battles increasing competition from the ready-to-drink tea category.

The campaign is led by a 45-second TVC and island-wide out-of-home, to be followed by a rollout which includes radio, concert sponsoring, interactive and promotions.

"Our goal is to reclaim Coke's top-of-mind position in consumers' minds," said Eliot Lin, chief executive officer, McCann Erickson Taiwan.

While Coke remains the market leader in the cola and carbonated categories, Lin said brand values needed to be reinforced because of increasing competition from other segments.

The campaign, called 'Only Coke', updates a familiar repertoire.

The locally produced TVC reels through scenes of friends breakdancing, shooting hoop, watching TV, and clowning around, inter-



Coca-Cola... the new campaign is aimed at Taiwanese youth

persed with shots of classic Coca-Cola. Lin described the campaign budget as "substantial".

It is likely it will need to be because in Taiwan the once

dominant carbonated category has been under siege from the emergence of new beverages during the past decade.

"Taiwan probably has more beverage categories than any

other place in the world," said Lin. "The market is extremely competitive."

The undisputed leader is the RTD tea segment, which was once predominantly the beverage of choice of an older, blue-collar consumer.

A decade of heavy adspend has broadened its appeal, and RTD tea drinks are popular even with young consumer groups. Today nearly every Taiwan bottler — Coca-Cola included — has tea drinks in its product mix.

According to ACNielsen Taiwan, of the NT\$1.4 billion (US\$43 million) spent on advertising for non-alcoholic beverages in 2007, one third (NT\$480 million) was for RTD teas, while RTD coffees commanded 14 per cent (NT\$209 million) followed by carbonated beverages with 14 per cent (NT\$200 million), fruit/vegetable drinks with 10 per cent (NT\$145 million) and bottled water with seven per cent (NT\$103 million).

Interestingly, in the first quarter of this year, carbonated beverages was the only category to increase adspend as nearly all others cut back.

## READERS' PICK

Media...

Katharine Woddis on *The Week*

"*The Week* is the perfect publication for today's time-poor consumer. It is a digest of all the week's media (as the title suggests) conveniently distilled down to an article on each topic.

It is a British publication, so titles covered include all the UK papers (*Guardian*, *Times*) and news magazines (*The Economist*, *The Spectator*), but also US, European and international papers.

It has something for everyone as it covers all major news and political comment but also the softer topics, such as film reviews, scientific updates, celebrity gossip, book reviews, sports, Sudoku and even a cryptic crossword — all in a slim volume of 35 pages. However, the real joy of *The Week* is the fact that you are given all points of view, leaving you to make up your own mind. The arguments are presented in simple, coherent English and result in the reader having an informed opinion that they came to of their own free will rather than being told what to think, as in traditional media."



Katharine Woddis, business director, JWT Hong Kong

Interactive...

Jonathan Hardy on Surfthechannel.com

"Can't wait for the new series of *Lost* to come out on DVD? Then, Surfthechannel.com is for you. This site is entertaining, addictive and points the way to the future of TV consumption.

Essentially, it is a directory of links to video of programming that has been posted all across the web. Surfthechannel.com claims that the copyright responsibility remains with the site that is actually hosting the video. They just make it easy for you to find the content that you want to watch. Offering on-demand, free-of-charge, streaming content is a powerful proposition and the site is growing quickly. But any ad revenue earned is being donated to cancer research. And the mission seems to be to just rattle the cages of the media industry. The corporate lawyers may have their day, but I



believe Surfthechannel.com gives a real taste of the control, choice and convenience that ultimately we will all have access to."

Jonathan Hardy, managing director, Energy

Design...

Kristina Pérez on the Moleskine notebook

"The smooth feel of black oilcloth between my fingers as I open up a brand new Moleskine notebook to reveal its crisp, cream pages is always a thrill.

The simplicity of its design with a single elastic band, signature mauve ribbon and sturdy cover has made Moleskine the stalwart companion of artists, poets and novelists since the 19th century. Ernest Hemingway wrote *The sun also rises* in his notebook while hard-drinking around the cafés of Paris and Van Gogh made sketches for his famous *Sunflowers* in his. Recently, Moleskine decided to use its cultural cache to create a line of City Notebooks using the same iconic design but incorporating maps and other features to help you author your own hip urban guides. Lucky for us this month they're launching the Hong Kong and Beijing City Notebooks with an exhibition of 40 personalised notebooks by creative individuals at their Hong Kong showroom on 17 June.

Kristina Pérez, columnist, *Urbane* magazine



# New study looks at impact of ads on intent

By Arun Sudhman

**ASIA-PACIFIC** A new research study from Starcom MediaVest is attempting to provide the missing link between advertising's impact on brand awareness and sales.

Called 'Intentrack', the survey claims to assess how various types of brand interaction affect consumer intent.

"It takes us to different ways of measuring and predicting the value of contact management to a client's business," said Starcom North Asia CEO Paul Maher. "The days of saying the correlation is awareness versus TV exposure are over."

The survey, which began 16 months ago, and polls 11 mar-



Maher...new research metric

kets in Asia as part of a wider global study, examines intent by separating it into separate objectives, including attitude change, experience, advocacy and purchase. The types of

media that are measured include traditional advertising, along with word-of-mouth, event sponsorship, retail and review.

Some of the study's public results make for interesting reading. For example, advertising works most for hotels, growing up milk and digital cameras when it comes to driving intent. For soft drinks and alcohol, advertising is more likely to change attitudes.

However, the study appears to skew more towards examining brand interaction based on type of media, rather than creative content. Starcom Southeast Asia VP of insights and analytics S Ranganathan,

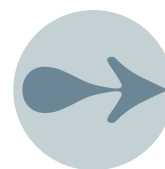
however, denies this. "It does take into account creative," he said.

"It goes beyond traditional 'creative content of the ad' and captures the impact of total messaging and contact strategy via the brand interaction scores. It is important to stress that Intentrack is not a diagnostic framework to measure the quality of creative."

But, countered Y&R regional creative planner Hari Ramanathan, "it doesn't address issues about advertising content."

"And this has always been the problem of media agencies. They think impact is independent of content."

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**Kadence expands in China** Research

house Kadence has opened its third Asia-Pacific operation in Hong Kong. **Sunglass Hut selects Moon Group**

Sunglass Hut has handed global creative duties to Sydney-based agency Moon Communications after a four-way pitch which included JWT New York, Leo Burnett London and 180Amsterdam.