

ZOOM-ZOOM FACTORY

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JWT's
Mazda-Europe
Newsletter

Welcome to the first issue of "Zoom-Zoom Factory". If you're reading this it's because you're working on the Mazda account somewhere in Europe. And as you're all working to get people to spend time with the Mazda brand, then it's only natural that the team in Düsseldorf does the same – with you. Because the truth is, we don't just work for Mazda Europe, but we work for all of you as well!

Get away in style

The finishing touches on the Mazda's "Paparazzi" campaign are three new print motives developed by the creative team in Düsseldorf. The photo shoot was conducted in Nice with veteran Mazda photographer Bo Hylén. And as you can see, everything went exceptionally well – even if the presence of the famous French actress Patricia Shippers drew more onlookers than the Mazda's did...





Designed with attitude

There's a new Mazda3 campaign in the works and it promises to be a real thriller for everyone involved. The TV spot has been shot in Berlin with Danish director Christian Lyngbye and the accompanying three print motives will be realised by Dutch photographer Martijn Oort in Barcelona and Germany.



The SUV you never saw coming

SUV's are considered to be the major growth segment in the European automotive market and Mazda is posed to capture its fair share. Enter the new Mazda CX-7. Already on the streets in North America, this crossover SUV is set to storm European shores in the spring of 2007. Work on a European nameplate positioning is currently under way. The North American TV spot can be downloaded at:

<http://mint.jwt.com/jwtnet/jwtnet/dropbox/projectEntryView.xsp?id=41695349cfd0>

Mazda scores again

Mazda Motor Corporation has just posted its best-ever financial results for the fiscal year [FY] 2005. The consolidated operating profit in FY2005 exceeded last year's record results by 49 percent, reaching 123.4 billion yen. And to top it off, Mazda forecasts a sixth consecutive year of profit increases for 2006! The complete press release can be downloaded at:

<http://mint.jwt.com/jwtnet/jwtnet/dropbox/projectEntryView.xsp?id=4169546126201>

Have we got what it takes?

We've entered last years Mazda3 "Small dog" campaign into the EACA Euro Effies 2006. If we make it through the first two rounds of judging, then everyone of us will be really excited before the Awards Gala held on September 27th. Let's keep our fingers crossed! We're also about to enter the Mazda5 "Paparazzi" TV spot and the upcoming Mazda3 TV spot in the French "European Car Advertising Film Festival". The awards ceremony will be held on December 1st.



JWT's Mazda Europe team has gone through some far-reaching personnel changes in the last six months. As a matter of fact, we've pretty much reached across the globe to fill in all the blanks. So let's take a walk down the 14th floor corridor so that you can meet all the old and new kids on the block...



First up is **Tenguy Ly**, our new, soft-spoken Business Director. He left McCann and their client Opel to head up our account team – and to try and keep everyone else in line. He's French-Senegalese, speaks perfect English, is learning German and it's rumoured that he was a race-car driver in a previous life.

Alexandra "Alex" Lauff has just joined us as an Account Manager and comes most recently from Publicis. On the JWT team, she's responsible for Mazda3, Mazda2, Mazda MX-5 and Mazda5 [Whew!]. Alex speaks English and German and she's originally from the Düsseldorf suburb of Cologne.



Rounding off the European Account team are the well-known JWT/Mazda veterans American **Michael Buttlar** [The Boss], Bavarian **Elke Boll** [Management Supervisor] and Rheinlander **Christian Stark** [Account Manager].

Our planning group is still headed up by Russian **Olga Karazhas** and she's now assisted by Strategic Planner **Lars Kempin**. Lars has returned to the JWT and Mazda fold after a short excursion at Ogilvy. Both Olga and Lars are supported by the well-travelled English lad **William Talmage**, recently graduated from Cardiff University.



Eddy Greenwood is our new European Creative Director. Eddy was a CD at BMP and has worked at Lintas in London, BBDO in Amsterdam and Y&R in Melbourne. Besides guiding the creative team in Düsseldorf, he'll also be coordinating the three European Primary Creative Centres [PCC's] in England, Italy and Germany. Eddy's English, but despite that fact he speaks Dutch and lives in Holland.



To Eddy's immediate right we have none other than Senior Art Director **Norbert Andrup**. "Norby" is a long-time JWT/Mazda veteran and commutes between his home in Frankfurt and the agency in Düsseldorf.



Our newest team member, **Igor Karpalov**, is an Art Director with flare. We actually convinced him to leave BBDO-InterOne and BMW and shack up with us. He's a White Russian [no, he's not a cocktail, he's from Belarus] and loves sports cars. He's fluent in Russian and German and speaks enough English to get by... Igor's partner is the Swedish-American Copywriter **Kurt Beren Geiger**. He's joined us from down the hall where he was working with the Mazda Germany team for the past two years. Kurt mumbles in no matter which language he speaks – and they total to about five.



Mike & Blake. That's what our new creative team from London and South Africa [respectively] call themselves. We just call 'em Mike Pantelides and Blake Duerden. They've come to us with a silver Cannes Lion under their belt and a big black book that's bulging with ideas. Since they've been with us, they've bubbled with creativity and they've produced some great work. They speak a Queen's English that no one really understands and, between the two of them, they're slowly starting to make sense of all things German.