

CANNES LIONS 2008



55th International Advertising Festival 15-21 June

Monday 16 June, 11:00 - 11:45 (Debussy)

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R3/Grupo Consultores

R3: 胜三



So You Want To Know About

Chinese Advertising?

César Vacchiano de la Concepción, Executive Vice President - Grupo Consultores

Shufen Goh, Principal - R3 Asia Pacific

R3/Grupo Consultores have interviewed the top 500 advertisers in China. This survey is the most exhaustive independent research for agencies and marketers which examines, in depth, the communications industry in China.

The survey was first developed in 2006 and the current second edition includes evolution and trends analysis. It provides information to help improve relationships between the biggest advertisers and their agencies in the Chinese market.

Fieldwork was developed from September 2007 to January 2008 and results will be presented to agencies in China from February to March 2008. The survey offers insights of the advertising industry trends, marketers' perceptions and opinions on agencies, and best practices.

Main contents of the seminar will include:

- Analysis of the Chinese Market;
- The Chinese search for creativity;
- Types of advertisers, how they are, how they behave, what they want;
- Agencies, their structure, services offered, evolution;
- Characteristics of the ideal agency for an advertiser in China;
- Agency selection methods;
- Duration of relationships between marketers and their agencies;

June	Sat 21 June
Mon 16 June	
10:00 - 10:45	
Chinese Advertising Association	
11:00 - 11:45	
R3/Grupo Consultores	
12:00 - 12:45	
thenetworkone	
13:00 - 13:45	
Draftfcb	
14:00 - 14:45	
MindShare	
15:00 - 15:45	
SAWA	
16:00 - 16:45	
Proximity	
17:00 - 17:45	
Ogilvy	

- New business and commercial activity of agencies;
- Strengths and weaknesses of agencies;
- Compensation systems;
- Ten tips for agencies to succeed in China;
- Ten tips for marketers to succeed with the Chinese consumer.

In 2006, our research results were shared at several important conferences in China, including the China Advertising Association, the China Advertising Magazine annual conference in Beijing and several other important China advertising shows. The main findings were published by FT and WSJ.

It will be the first time we make the results of the 2008 survey available in Europe.