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THIS WEEK



Can Malaysia Airlines regain solid footing?



Warming Asians to ice cream



Asia's young creatives

Visa set to name first BTL retainer agency for China

16 December 2005

At press time, Visa International was poised to consolidate below-the-line duties with its first retainer agency in China -- a move seen as a reflection of the mainland's increasingly sophisticated credit card marketing.

According to agency sources, Visa is expected to select one shop out of a final phase shortlist comprising Publicis Dialog, and local agencies Cgen and Win The Market. Visa International vice-president Li Sheng declined to comment on the specific agencies involved, but noted that the company required a BTL partner that could offer strong strategic input and consumer insights. "To be honest, I see a lot of below-the-line agencies here are very execution-focused and need to elevate themselves to become more strategic," said Li. "International agencies are trying to get more local knowledge while the locals are hiring ex-4As guys to bring the strategic input, but none of them are quite there yet." The search has been handled by R3.

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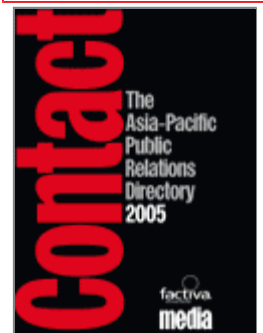
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