

CDP IN 1998

A short presentation to the
Hamlet Brand Group

March 11th, 1998

- Established in 1960
- “Home” of the UK Advertising Industry - Saatchi ,² Lowe, Parker, Hudson
- Creator of many of the UK’s most famous campaigns
 - Hamlet
 - Heineken
 - Cinzano
 - Benson & Hedges
 - Olympus

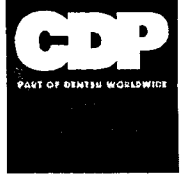
FACTS AND FIGURES

- Ranked 16th in size (UK Agencies)
- Billings £94m
- Staff number 130



“The most dramatic mover in the reputation league this year is CDP. The agency, which lists amongst its Clients Honda, Gallaher and Scottish Courage has **regained top ten status in 3 criteria, entered the top ten for the first time in four more and **leaped up the rankings by 20 places or more in every category.**”**

(Marketing Week Agency Reputations Survey Dec 1997)



**A famous agency brand now leading the
way in developing communication solutions**

HOW?

- **Creating differently**
- **Implementing differently**



CREATING DIFFERENTLY

- **Big long-term ideas**

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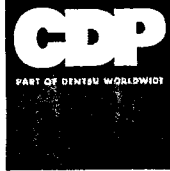
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- Marketing Solutions not just ads
- Collaboration (even with the Client!)



CREATING DIFFERENTLY

- **Big long-term ideas**
- **Marketing Solutions not just ads**
- **Collaboration (even with the Client!)**
- **Excellence regardless of medium
(Gold awards for Sales Promotion and Direct Marketing)**



IMPLEMENTING DIFFERENTLY

- **Powerful friends - Dentsu, CIA**



IMPLEMENTING DIFFERENTLY

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- Specialists in every marketing discipline



IMPLEMENTING DIFFERENTLY

- Powerful friends - Dentsu, CIA
- Specialists in every marketing discipline
- Working as true multi-discipline teams



AND MAKING A REAL DIFFERENCE FOR OUR CLIENTS

- Balancing the nuclear debate for **BNFL**



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- Understanding the need to and giving **McEwan's Lager** a role in the repertoire



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- and of course....



GALLAHER...

- Helping to make **Hamlet** the cash generator it is today
- Helping to make **Benson & Hedges** the biggest brand in the UK

OUR CLIENT LIST

- Bloomberg
- BNFL
- Canon UK
- COI
- Courts Furnishers UK Ltd
- Dyno-Rod
- Early Learning Centre
- Gallaher Tobacco
- Going Places
- Guardian Direct
- Guardian Royal Exchange
- Historic Royal Palaces
- Honda (UK)
- Irish Ferries
- ISL Marketing
- Japan Airlines
- Jergens
- Lipovitan
- The Metropolitan Police
- MGM
- Panasonic
- Radio Advertising Bureau
- Scottish Courage
- Sport First
- Switch Card Services



“Its rise from 43rd to 9th is the most comprehensive improvement in an established agency in the history of the Marketing Week Survey.

... it has been doing something right in the eyes of Marketing Directors”

(Marketing Week Agency Reputations Survey 1997)



REEL

- BNFL
 - Courts
 - HRP
 - ISL
 - Lipovitan
 - MGM
 - NBA

 - McEwan's Lager
- Recycling
Any recent Bruce ad 30"
Crown Jewels
European Cup
Long one
Wizard of Oz
Howie
Please Return
Fine Upstanding Citizens
Bine
Archie

ROOM DRESSING

- HRP Latest Hampton Court outdoor / press
- Honda Deer & Wind in the trees & Ripping up the lines
- Lipovitan 3 x tubecards
- ISL 2 x latest press in English
- Hamlet Nobless Dummy, Lottery Finger & Spaceman
- B & H Beach, Zebra Crossing & Electrical Store
- Early Learning Centre Press x 3
- JAL Press strips x 2
- Panasonic Press x 2
- Canon Ixus x 2
- Bloomberg x 1
- Switch x 2