



SAYING GOODBYE TO THE 'SUMMER OF ASHLEY'

Dear JWA Clients and Friends,

Years ago, if we talked about doing some activity in the summer, we would be told that we were mad since 'nothing happens in July and August as everyone leaves the City'. Not any more they don't! I know we are not the only ones that have been very busy during the past few months – in our own case, we have been tied up with launching the very successful, but quite controversial, company, AshleyMadison.com on the Czech and Slovak markets in addition to our usual activities, but from what we have heard, we are not alone! Generally things seem to be picking up, and let's hope that this is not just a temporary phase!

Part of our brief for AshleyMadison was to organise a media tour, where we set up one-to-one interviews for some of their key people with selected journalists. One journalist asked me during this time whether I had a problem with working with such a client; to which I responded 'of course not'. The fact is, whether or not I agree with what a company does is not really relevant to whether we will work for them (although, of course, we wouldn't work for a company that is doing something illegal) – the main thing for us, though, is whether they have a product/service

that will work on this market, whether the pricing is right, whether we can work with them (are they nice people, do they understand what they need to do themselves?) and, of course, will they pay?! We are, after all, in business (and many companies, as we all know, are not that good on that front!). Actually, I remember people being stunned when we were working for Bass Brewers during their ownership of Staropramen, and I never actually tried the beer (can't stand the stuff!!).

The whole launch was a big success and we are now getting used to 'life after Ashley', but with a few new projects on the horizon, and our regular clients all wanting to step up their activities as we go into autumn, it won't be long!

In any event, I hope that summer has been good to you and let's hope that we will all see continued improvement as we go towards Christmas!

Good luck!




CSMA AND JWA HIT THE ROAD!

Sister agencies work together to bring Jiri Jezek to JSP's ARPRO® Exhibition

This summer, JWA worked with its sister sports and music agency, CSMA, to bring Paralympic cycling gold-medallist Jiri Jezek to a roadshow for Europe's leading developer and manufacturer of innovative, lightweight plastics, JSP.



One of 30 stops on JSP's ARPRO® Exhibition, the Prague leg of the tour, took place in one of Point Park Properties' (P3) industrial logistics parks. Journalists from related sectors attended to see Jiri Jezek's demonstration of JSP's

revolutionary ARPRO® material, and to learn more about its uses in sporting equipment (such as helmets and ski boots), as well as other sectors where lightweight, aerodynamic and incredible strength are needed, such as the automotive industry.

This is the seventh year that JSP has arranged a European ARPRO® tour. From 2008-2013 the tour travelled Europe as 'ARPRO® Adventure', but this year, the tour was called the ARPRO® Exhibition and was aimed at reaching a wider audience than ever before. For more information on JSP and ARPRO®, please visit www.jsp.com.



IN BRIEF



THE GENERALI CEE CUP GRAND FINAL - On Wednesday, 30th July, JWA was proud to organise the fourth annual GENERALI CEE Cup, a U19 football tournament for teams across Central and Eastern Europe. While the very, VERY wet weather, forced the tournament to be pushed to the next morning, the match was well worth the wait. The tension between AS Trenčín and Győri ETO FC continued to the very last minute, with Győri ETO emerging as the champions, 4:3, for the second year running.



CZECH LAUNCH OF ASHLEYMADISON.COM - JWA was delighted to be chosen to help AshleyMadison launch their intramarital dating website in the Czech and Slovak Republics, despite the surrounding controversy! As a very successful global company, Ashley's people were a great pleasure to work with - and the results of the launch were more amazing than they could have hoped: in the first week of the Czech website being launched, it had more than 500,000 hits!

THE IBF LOYALTY CARD PARTY - On 24th July, one of JWA's newest projects, MarbellaRentals.biz, brought a little taste of Spain to the International Business Forum's Loyalty Card Launch Party. MarbellaRentals.biz offers two wonderful vacation destinations to soak up winter sun, with even more rental properties coming soon. For prices and availabilities, visit www.marbellarentals.biz. Mention this newsletter and receive a 5% discount off of listed rates!

MARKETING TIP

Never rest on your laurels! It is very easy, when you have been carrying out a marketing campaign and seeing some good results, to think that you can stop or cut back on your marketing spend as everything is going so well. But don't forget that if you have done a really good job, your competition will have upped their game too... and if you slow down they might just pip you to the next business post!

OUR CLIENTS IN THE SPOTLIGHT

Regular readers of this newsletter will know that we have often been outspoken about the use of social media in business - mostly because of the huge risk there is for doing more harm than good. However, when done properly, social media management is an indispensable marketing tool, and one of the most important resources a company has to mitigate crises in a timely and effective manner.



It is because of JWA's impressive track record with crisis management that Disney chose JWA to manage and monitor its social media as it began to grow in the Czech market.

The bigger and busier a business is, the less time it has to allocate to social media and - as with any social media presence - it doesn't take long to ruin an otherwise perfect reputation if your online presence is not managed properly and consistently. This concept applies to businesses of all sizes, and is perhaps even more important when it comes to local, independent companies, where an unkind word has the potential to unravel all of the hard work put into

developing your dream.

To find out how JWA can help your business to make the most of social media, contact info@jwa.cz today!

