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RETHINKING POSSIBILITIES

Winners—Digital Marketing Solutions
Tim Love: Our Language Impediment
Global Agencies Respond to Change

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Our Language Impediment



Tim Love

Tim Love is Chief Executive Officer of Omnicom's Asia Pacific India Middle East Africa (APIMA) region. Tim is responsible for helping Omnicom and its clients be more collaborative and effective at global brand-building. Over the course of his 39-year career, Tim has held senior client relationship positions in the U.S. and abroad. In addition to his role as Chief Executive Officer of Omnicom's APIMA operations, he is a Vice-Chairman of Omnicom Group. Before joining Omnicom he was President, Global Clients, at TBWA Worldwide, where he was responsible for the agency's largest global client, Nissan Motor Company, and was based in Tokyo.

Before joining TBWA in May 2004 Tim was Vice-Chairman—International at Saatchi & Saatchi, serving as relationship manager for the Publicis Groupe's global portfolio of Procter & Gamble business (124 brands) across four agency networks. During that time, he also supervised the UBS Wealth Management account and served on the worldwide board of directors for Saatchi & Saatchi.

In 1992 while with D'Arcy Worldwide Tim moved to Brussels, Belgium, and assumed overall leadership of that agency's P&G business worldwide. He was instrumental in helping P&G globally extend their spectrum of brands. During this time, he led important expansions into Central and Eastern Europe, Africa, the Middle East, Asia and Latin America, also helping P&G launch Crest in China and introducing the Always feminine hygiene brand globally, including in culturally challenging markets like Saudi Arabia, Egypt, Kenya, Russia, India and China. He oversaw the agency's Pampers business, winning an award from the United Nations Environmental Program for responsible marketing in 1992.

Prior to joining D'Arcy Tim headed his own agency, Tim Love Advertising. The agency created successful national advertising for Lenscrafters, British Knights, Zena Jeans and the National Committee for Adoption. His creative work on behalf of the National Committee for Adoption won recognitions from the EFFIE, TELLy and the International Broadcast Awards.

His first assignment in advertising was for the Ad Council's public service campaign for the Peace Corps. Mr. Love remarked of his early beginnings: "Working with the Ad Council on the Peace Corps campaign imprinted on me that advertising is a noble career which can help improve lives."

New communications technologies are creating a smaller world; more transparent, interconnected and more interdependent. The changeover from analog to digital information presents the advertising and marketing communications industry with great challenges, but also a tailor-made opportunity for better human understanding.

By better appreciating our oldest technology in the context of the analog-to-digital transformation, we have the opportunity to better understand and serve each other.

Digital is neither a channel or a medium. It is simply the air we breathe in communicating. In the post-digital landscape marketers are facing, I suggest we focus on an even more powerful and persuasive technology than digital. This technology touches more lives and has more impact on our socio-economic future than any other. What is this powerful force? It's our oldest communication technology—Language.

Cambridge Research illustrates:

Only smart people can read this.

I couldn't believe that I could actually understand what I was reading. The phenomenal power of the human mind, according to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. Amazing huh?

With 7 billion people on the planet, and 5 billion now connected by mobile phone (50% of whom can connect to the web without a land line, desktop or laptop), the first media is now people. There has never been a better time to be in the advertising and marketing communications business, because it exists in the idea exchange between people.

More than ever, effective marketing is as much about listening well, as talking. Strategic message creation alone is insufficient. We must be attentive to the ever constant stream of messages created by individuals.

Bill Bernbach said: "All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level."

As people engage with advances in communications technology the advertising and marketing communications profession has greater value, but also increased accountability.

I can think of no better place than the APIMA region (Asia Pacific India, Middle East and Africa), to examine language. This vast region, which covers the first 12 hours of the day, has

more than 1,000 discrete languages and upwards of 2,000 dialects. This region provides a perfect platform to examine communication in a diverse and rapidly changing, interconnected marketplace. For example, China has 17 language groups and 400 dialects, all reportedly unintelligible from each other. India has over 30 languages and more than 200 dialects.

Advances in neuroscience are enabling us to look how the brain processes information, emotions, ideas and concepts. It is proving how no two people's brains work the same. Each of us has a unique processing capability based on many factors of experience and learning. One of the most dominating factors in how one processes ideas is the language you first learned between birth and five years old.

The first language a person learns hard-wires their mind. This makes it critically important to know what language a person first learns and which language they process information in, to truly understand each other. It is like taking a British electrical plug with its distinctive three-pronged

"The first language a person learns hard-wires their mind."