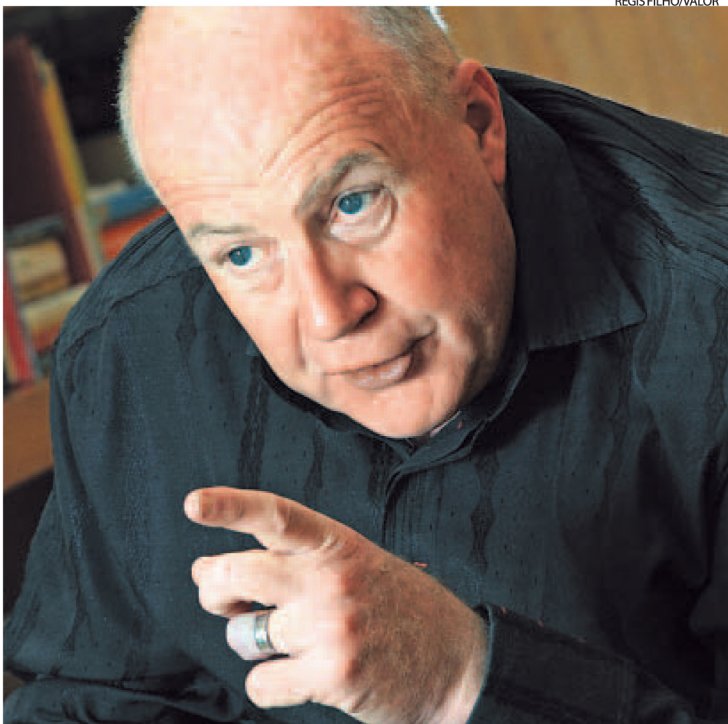


Empresas | Tendências & Consumo

Advertising Saatchi's CEO came to Brazil and met with DPZ, who can tag the foreign brand to its name.

Visiting the suburbs, briefly, doesn't work.



Kevin Roberts, global CEO of Saatchi & Saatchi: "Knowing the real world"

Adriana Mattos
from São Paulo

If people in advertising want to understand what goes on in the minds of the new Brazilian middle class, it is "really foolish" to believe that they will reach their goal without changing the way they work. This means that occasional visits to consumers' houses in the suburbs – something that has become a craze amongst this field's consulting companies, to see the daily lives of these families first hand – is something that "simply doesn't work".

This is the critical evaluation of Kevin Roberts, global president of Saatchi & Saatchi, one of the world's most traditional advertising agencies – with accounts such as Procter & Gamble, Sony Ericsson and Toyota/Lexus in its portfolio. Roberts was in the country this week and spent four days in São Paulo. In an interview with **Valor**,

he said that he didn't manage to see the city this time. "Staying at Emiliano [hotel] and having dinner at Fasano doesn't mean that I saw the city. This isn't the real world", he said.

"And knowing the real world is something that can change you, and make you lose control over the things you knew, something that generates resistance", says the ad man, author of the book "Love-marks", that preaches that companies need to create genuine emotional relationships with the people. According to him, in order to understand what the consumers think and want from a product or a brand, it is necessary to create a true connection with them and to see things from their point of view. It is a daily exercise, that has nothing to do with occasional visits to the consumers' home, he says.

"This way, you end up knowing too little about these consumers and believing that that little is all".

He completes: "Having little knowledge about something is much worse than having no knowledge about it".

In recent years, big agencies have started to invest more in studies and analyses about the C class market. The consumer sector has the most important advertising accounts in the country (six of the ten biggest companies that invest in advertising are consumer industries and retail). In 2010 they spent R\$ 5 billion in campaigns, 20% more than in 2009.

Roberts visited the headquarters of Ambev for a presentation for the Skol beer executives. He also met yesterday with the command of Brazilian DPZ, the agency controlled by Publicis Groupe, owner of Saatchi & Saatchi. Questioned about the possibility of DPZ incorporating the Saatchi name, Roberts says that "this will happen if it is something natural for both parts". He ponders that "it has

to mean something, to come from the heart. I felt that we have a connection, the same mindset. I hope they feel the same. I have my fingers crossed".

By agreement with Publicis, the DPZ name cannot change for three years. **Valor** has verified that, futurely, DPZ can be taken under the Saatchi & Saatchi umbrella.

In Brazil, F/Nazca S&S is part of the Saatchi & Saatchi international network of agencies. Ad man Fabio Fernandes's F/Nazca grew 39% in amount invested in media in 2010.

In Roberts's evaluation, the Brazilian advertising market has evolved, in creative and management terms in recent years, but the integration of digital media isn't happening at the same speed as more mature markets for a specific reason. "TV here is very strong. The influence is huge. Clients are afraid to change".