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Home / ADVexpress / News / Interviews / Local Planet Global Conference in Shanghai. ...



Interviews

Local Planet Global Conference in Shanghai. Cagnetta (Media Italy): "The market calls for transparency. More competitive thanks to the network. In the 1st year of operation 8 million of new business for the agency and clients like Supercell, Croatia, Hundred Rooms, eDreams"

From Shanghai, the CEO of Media Italy told exclusively to ADVexpress, in partnership with Martyn Rattle, ceo Local Planet, the issues at the center of the global conference of the network of independent agencies, and took stock of the first year of activity within the structure created in April 2016.

From Shanghai, CEO of Media Italia, tells ADVexpress, in partnership with Martyn Rattle, CEO of Local Planet, the topics at the heart of the global network of independent agency networks, and tracks the first year of business activity within the structure founded in April 2016.

The conference, which was held from 25 to 27 October in Shanghai, was attended by 62 agencies, including of course the Chinese Hylink, which hosted the event, representing 48 countries. Important numbers, considering that 18 months ago, at the time of its foundation, Local Planet had 20 signatures.

Shanghai, as Rattle also points out, is the second Global Conference organized by Local Planet after last year's Cuba. The choice of the country is far from trivial, and tends to underline the almost total coverage of the network.

During the event, the topics of the future, vision and strategy that will guide the activities of the structure over the next five years have been addressed. The network's guiding values are transparency, explains Cagnetta, a value that the global market demands on all fronts: trading rights, data usage, and budget allocation of advertising budgets. Precisely transparency, the manager stresses, is a great value recognized by companies and multinationals to agencies and is often a valuable asset even during the race.



[\(Click here to view video\)](#)

Often, Rattle notes, Local Planet finds itself competing in the final stages of the pitch along with the great international abbreviations, complicit both the

transparent approach and the profound knowledge of the market, consumers and the media system that the various agencies have at the level local, and that customers demand loudly. In the last half Local Planet has been invited to participate in many international pitches.

Of course, they belong to a network as Local Planet represents an important competitive advantage for a large Italian independent agency such as Armando Testa Group Media Italia, who anticipates Cagnetta to ADVexpress, this year has been awarded, for the Bel Paese, several assignments such as those for Supercell, for the Tourist Office of Croatia, Hundred Rooms and eDreams. Budget that add to the internationally awarded positions such as Gilead Sciences (currently active only in North Europe), the GAC Group, the China Automotive Group, which has chosen Local Planet for media activities in the MENA region and Southeast Asia. Lastly, Cagnetta recalled the strategic role of the agency, which thanks to its membership of the global network, alongside Italian companies such as Bridges, Citterio, InBlu, Clementoni and Moby in investment and business strategies abroad. Altogether, in the first year of business alone, the value of new business brought in Italy is close to 8 million euros.

Moreover, as well illustrates Valentino Cagnetta's ADVexpress, Local Planet is born with the goal of providing agencies with more competitive capacity than market-based networks. The membership of a reality on a streamlined network, lightened by bureaucracy and self-referencing, providing them with both medium-sized solutions and global strategies, together with value, transparency, technology and talents, reflects the manager, is an asset more strategic in a market like the Italian one, populated by 70-80% of advertising investments that can be attributed to multinationals, and will become even more so considering the trend of many companies in the Bel Country to become more and more global.

Just the tricolor market, says Cagnetta, now offers limited possibilities for growth to homegrown companies and even the Advaita market does not show the momentum hoped because the growth of GDP, linked more to exports than to a recovery in domestic consumption, not it drives to our advertising investments.

In an economy still in ralenty, the agency points to a year-end in line with 2016. But the sign is still awaiting the outcome of some major pitches that could have a positive impact on the results of the current year.

Looking ahead, Cagnetta commented confidently: "We believe that our internal expertise and profound knowledge of our market, together with the capabilities provided by Local Planet, place us as a strategic partner for multinationals and Italian companies who want to be competitive in the country as well globally and generally in key markets to turn a business model into a successful model."

Translated from an article which appeared on ADVexpress.