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HISTORICAL EVENTS

JAN. 25

1919 Temporary government of workers and peasants of Ukraine approved declaration on the need to unite the Ukrainian Soviet Socialist Republic and Russian Soviet Federated Socialist Republic on the basis of a socialist federation.

MEMORIAL DATES

JAN. 25

1806 Orest Novytskyi, Ukrainian philosopher and theologian, was born.

1969 First issue of the magazine Monuments of Ukraine (now Memorable Objects of Ukraine) published.

JAN. 27

1837 Volodymyr Lesevych, Ukrainian philosopher of the positivist philosophy.

PUBLIC HOLIDAYS

JAN. 29

Firefighters' Day

JAN. 29

Remembrance Day of the Battle of Kruty

NAME DAYS

Every person has a guardian angel or saint. A child is given a name in honor of a particular saint and Name Days are celebrated according to an old Orthodox tradition. So, don't forget to congratulate your friends and colleagues on their Name Day!

JAN. 24 Lidia, Mikhaïl, Stepan, Fedot, Feodosiy

JAN. 25 Petro, Savva, Tatiana

JAN. 26 Larisa, Maria, Petro, Fedora, Yakov

JAN. 27 Benjamin, Ilya, Nina, Pavlo, Prokl, Savva, Serhiy, Stepan

JAN. 28

Havrylo (Gabriel), Ivan, Kristina, Natalia, Pavlo, Prokhor

JAN. 29 Maksym, Neonila, Petro

JAN. 30 Anton, Serafima

ORTHODOX CALENDAR

JAN. 24

Venerable Feodosiy the Great, head of hostels (529). Venerable Mikhaïl Klopskiy, Novgorod (about 1453-1456). Venerable Feodosiy Antiochiyskiy (around 412). Eletska icon of the Virgin Mary (1060)

JAN. 25

Hi-tech novelties in the world of telecom

The State Communications and Information Committee hosted seminars and presentations by Network Equipment Technologies (Net.com) and Novell companies. These manufacturers of telecommunications equipment and software have great experience in developing hardware and software solutions for solving the most complex tasks.

At the presentation of Net.com telecommunications equipment the company's business director, Jack Staley, presented the entire range of products. Systems that operate on the basis of Net.com equipment are widely used by the U.S. government and NATO structures.

Representatives of Novell in the CIS informed attendees about innovative developments in

software production for computer networks. The manager on big projects Andriy Klimov told about participation in the work in setting up the electronic management system called E-Russia. In addition, Novell's software products, which could be used in the development of a system of e-government in Ukraine, were also presented.

Experts of the SCIC, representatives of bodies of government, namely the Interior Ministry, the SBU, the Education and Science Ministry and the Culture Ministry all took part in the seminars and presentations.

Finally, representatives of Ukrtelecom, the joint venture Infocom and other companies operating in the telecom sector also took part in the seminars.



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Creatives overtaking suits on Ukrainian advertising market

Kyiv Weekly got some good insight into the creative end of advertising in Ukraine having spoken with Luc Chenier, Creative Director of Bates Ukraine. Luc graduated from St. Lawrence College, Canada in Graphic Design. He has worked with The Phoenix Advertising Group, and Palmer Jarvis DDB in Canada and has won more than 30 national and international festivals. Having been the Creative Director with Bates Ukraine for the past 2.5 years, Chenier is proud of the fact that his creative team has been named №1 creative agency for the past 2 years, while the agency was rated №1 this year in Ukraine. Here's what Luc had to say about what being a creative ad man in Ukraine is all about.

KW: How do you assess the current level of creative development and works in the Ukrainian advertising market?

LC: All in all I feel that the level is growing at a fast pace. This is mainly due to the fact that clients are refining their views on the importance of creative and how important it really is to the overall message. More importantly, the public is becoming more sophisticated and demands more from a piece of advertising than simply what the product is. It's not enough to just sell to them anymore, now they insist of being rewarded for taking their time. People want to be entertained!

KW: What are some of the unique features of the Ukrainian advertising market when it comes to creative work, if any?

LC: The advertising market is very young here, so it's a little early to pinpoint unique features. Ukraine is finally starting to let go of the Russian influence and is slowly building it's own look. At the moment, it's a melting pot of several styles from around the world. I would estimate that in about 5 years there will be a clear feature that will set Ukraine's look apart from the rest and make it truly unique! But this all depends on a few factors: 1) The ad community needs to unite more closely and encourage risk taking instead of criticizing work that is new and fresh. 2) Education is always an issue, but that is something that is needed worldwide. 3) As long as the economic situation continues to grow (or at least doesn't shrink), then clients will feel more comfortable in taking the 'different' and original approach to their works.

KW: In your opinion, what would label as the most creative work done in the Ukrainian advertising market that you've seen since you've been here?

LC: That's a hard one to answer as I have liked some of the work produced by Kinograf for their detergent client and the D'Arcy chicken TVC. I would like to think that our agency (Bates) has produced some of the most talked about and innovative ads in the market for the last 3 years (Odesa Champagne, Roshen's Nord breath mints, Kyivstar GSM, Myahkov Vodka, TNK and of course all self-promotion ads for Bates Ukraine) but I'm sure some people would call that gloating! I would rather call it confidence in what we deliver on a regular basis to our clients!

KW: What do you see as the most effective form of visual advertising in Ukraine? (outdoor, print, TV?)

LC: Being in Ukraine for almost 3 years now, it has come very clear that television is the medium of choice that delivers fast and tangible results. But TV alone can't do this. It has to be a carefully crafted campaign that utilizes all other media's to deliver one hard result...SALES! Without it, all you have is pretty pictures and one irritated client.

KW: Are there any particular features one should pay attention to when creating a visual advertisement in Kyiv and Ukraine, in general?

LC: The future is a fun thing to predict as no one has the exact answer. But I will take a crack at it. I feel that once a Cannes Award is won (or a festival of equal status), the image of Ukraine and how people in and out of this country will change forever as it will confirm that we have arrived. More and more tenders are decided solely on the creative idea and the better the creative will be the more the power of creative will become the driving force. I always like to tell people that everyone (the public) only remembers the creative, not the brilliant strategy, that was used. But without brilliant strategy, the creative can't shine or reach its full potential. I feel the creative people will step up to the forefront of their agencies and will be considered more like the key people of their agencies and not as the strange people who hide behind their computers. The creatives will overtake the suits!!!

KW: You will be a judge at the 2003 Summit Awards in the USA. How do you see Ukraine doing against the rest of the world?

LC: For the last two years we (Bates) was the only agency in Ukraine to enter the festival. We had the good fortune of winning silver in our first year and 1 Gold and 3 Bronze last year. This year we have decided not to enter for the simple reason that I will be judging and competing would be regarded as a major conflict of interest. I know of several agencies that are already signed up and I feel have a very good chance. Unfortunately, I won't be judging any entries from the Ukraine as again this would be a conflict of interest I have secured an extra 2 weeks extension for submissions of works produced by Ukrainian companies so as to ensure that more agencies enter and have a shot at winning. Anyone wanting to see just how good there work is against the rest of the world should contact the Summit Awards web site at: www.summitawards.com. Good luck to all who enter and let's help the Ukrainian market grow by showing the world what Ukraine is really made of!!!



"Creative can't shine without brilliant strategy!"

Photo Kyiv Weekly