



A BUSY AUTUMN AND HOLIDAY SEASON!

Dear JWA Clients and Friends,

It's been an extremely busy season so far and we are excited to share with you some of the projects we've been working on. With the addition of Group 4 Securicor and Megaink to our client list, we've had the pleasure to embark on new global press campaigns, website re-designs and much more. Our events calendar has also continued to be full as we've helped

put on magnificent events for the Red Group, Balcar Polansky Eversheds and the Rocco Forte Collection.

We wish you a wonderful holiday season and look forward to bringing you more in the new year!



■ IN THE LAST QUARTER, JWA HAS WON SEVERAL NEW ACCOUNTS, INCLUDING:



■ JWA IN THE NEWS!

Strategie

ECM spolupracuje s JWA Prague

ECM Real Estate Investments („ECM“), jedna z předních společností podnikajících v oblasti developmentu nemovitostí, investic a facility managementu, oznámila zahájení spolupráce s agenturou JWA Prague, členem mezinárodní sítě FD, v oblasti korporátního a finančního PR.

PUBLIC RELATIONS: ECM bude s JWA spolupracovat na projektech korporátního a finančního PR ve spolupráci s londýnskou agenturou FD, která bude zodpovědná za profil ECM v celém regionu. Milan Janků, prezident a před-

sedá představenstva společnosti ECM, k nové spolupráci uvedl: „Jak společnost ECM roste a expanduje v regionu střední a východní Evropy, a vzhledem ke skutečnosti, že jsou naše akce veřejně obchodované, stále více potřebujeme partnera s meziná-

rodními zkušenostmi v oblasti korporátního a finančního PR. A právě toto nám agentura JWA společně s partnerskou FD může nabídnout. Naše spolupráce začala sice teprve v červenci letošního roku, ale již nyní můžeme pozorovat její přínos.“ (pal)

■ CLIENTS BENEFIT FROM NEW GRAPHIC DESIGN TALENT!

JWA clients have benefited lately from the creations of designer Marek Motalík. His work has been featured in campaigns for some of the country's most prestigious companies including: Absolut, Adidas, Apple, Czech Olympic Committee, Český Telecom, Davidoff, Eurotel, Henkel, Jim Beam, Levis, Meggle, Michelin, Nissan, Nivea, Play Station, Schwarzkopf, Tchibo, Vitana, and now he is adding his magic touch to the campaigns of JWA clients as well.

Marketing & Media

ECM vybrala JWA

■ Developerská společnost ECM Real Estate Investments si pro korporátní PR a investor relations vybrala agenturu JWA Prague, která bude prací pro tohoto klienta koordinovat s londýnskou agenturou FD, jež bude zodpovědná za profil ECM v celém regionu. vfk

LATEST PROJECTS

■ GE REAL ESTATE CENTRAL & EASTERN EUROPE – Assisting in the media announcement regarding the development of the Sofia Airport Center, a mixed-use office, hospitality, logistics and light industrial project in Sofia, Bulgaria, JWA, in conjunction with its regional partners, has coordinated high-profile press coverage for the project across the region.



■ MEGAINK – JWA assisted in the company's global press launch of its new BioMG Ink, a new bio ink for the large-format printing industry. Part of the campaign also involved a cooperative relationship with the Czech Ministry of Environment's recent seminar announcing the United Nations Environment Programme's *Global Environment Outlook 4 Report*.

■ SUPERBRANDS – The Superbrands of the Czech Republic book 2006 has been completed. Each year the book showcases the Czech Republic's leading brands with a two-page spread on each of the participating brands. The book will be available to the public shortly.



SOME OF OUR RECENT EVENTS!

■ RED GROUP 15TH ANNIVERSARY
Adventure Afternoon & Night-Time Party



■ BALCAR POLANSKÝ EVERSHEDS
Celebration in Kaunický Palác



■ THE ROCCO FORTE COLLECTION
Naming Ceremony & Press Briefing



TIP: SELECT HOLIDAY GIFTS THAT YOUR CLIENTS WILL REMEMBER!



When deciding on that perfect gift for your clients this holiday season, keep in mind that creativity will get you remembered. Your clients, no doubt, will receive many of the same types of gifts and an onslaught of cards. Why not make your offering stand out by doing a little something different this year!