

Company analysis: jwt critical thinking example

[Business](#), [Marketing](#)



Introduction

'Guardian Angel' the latest advertising innovation from the stable of JWT, is probably the highlight of a period of growth and talent restructuring undertaken by JWT Singapore. Over the recent years, JWT Singapore has been through a process of transformation both in the structural and the talent domains and this innovative device developed by the agency demonstrates what has made it one of the leading names of global advertising.

This device has moved away from the conventional concept of advertising and is unique for it leads to a product to promote the concept of women protection by reducing uncomfortable situations. It shows how JWT Singapore has been able to merge creativity and technology taking advertising to the next level. It is therefore not surprising that JWT Singapore was named the Creative Agency of the Year for 2013 at the Marketing Magazine Awards (JWT, 2013).

History

JWT Singapore carries the legacy of JWT which started out nearly 150 years ago. The founder of the organization J Walter Thompson was a pioneer who introduced advertising to the world in 1864. This one invention of his, have ever since caught the fancy of the world and billions of campaigns have been devised to promote billions of products across billions of customers worldwide. Such was the power of J Walter Thompson's idea. Today that has grown into an organization with presence in over 90 countries and having a team of 10, 000 creative thinkers and executors.

JWT has always been synonymous with pioneering work. It was the first company to have a woman creative head, introduced magazine advertisement, and earned the distinction of being the first international agency and introducing magazine advertisement. This clearly shows the leadership maturity of the agency which kept reinventing themselves with time and technology to provide its clients with the most effective communication campaigns possible. In 1929, JWT set up its Asian operation and today has a presence in 18 countries of the subcontinent employing 3800 employees across 53 offices.

Vision of JWT Singapore

The selection of JWT Singapore as the Creative Agency of the Year was not by chance but by design. It was the outcome of important and strategic managerial decisions taken by the agency over the last few years. With the rapid spread of technology and the growing importance of the digital platform, JWT Singapore has been working on its vision of creating campaigns which can be executed across any market local, national or international. Fundamental changes were initiated to accomplish this vision and the diversity of the teams enhanced to include individuals with digital and integrated campaign experiences. This helped the company develop technology based offerings like ' Guardian Angel' and accomplish its vision of synchronizing brand and innovation using technology.

Mission of JWT Singapore

Under the stewardship of Frank Bauer, the mission of JWT Singapore is to create ideas and campaigns that people would like to spend time on. This

has guided the entire team in conceptualizing and executing effective campaigns for clients. Realizing the importance of excellence in operations, JWT Singapore recently adopted a project management style of functioning to achieve business growth and also serve clients efficiently. Hiring of talent across spectrums has equipped the agency with the best resources required for developing cutting edge campaigns.

Growth of JWT Singapore

JWT Singapore is today regarded as one of the leading agencies in the country. Over the last few years the team has increased from thirty to about hundred employees and the agency has earned a name for itself both in terms of creativity of campaigns and client servicing technicalities. The reshuffling of the leadership has paid dividends and the agency has been on a spree of new client acquisition. Namely among them are Changi Airport, Singapore Tourism Board and the Kellogg's regional business. These clients have provided the team with the challenge and opportunity of creating campaigns with an international appeal. The agency also revamped its digital presence and added to its team professional with proven track record and experience in the field of digital applications and innovations in advertising. Training programs on digital application and platforms are also being conducted throughout the organization to meet the growing need of clients for campaigns covering the digital arena (JWT, 2014). The appointment of Valerie Chang, a seasoned digital campaigner as Chief Creative Officer also highlight the agency's growing focus on building a digital competency. As the advertising industry gears up for the digital

battle, JWT Singapore seems to be well poised to take advantage of the developments likely to unfold over the next couple of years.

Accolades

The transformation efforts of the agency and the output it stimulated have won industry accolades for the agency. It has been named as the Creative Agency of the Year in 2013 and in the same year it was also named the Direct Marketing Agency of the Year. The overall ranking of JWT within the advertisement industry of Singapore speaks about the capabilities and the standard of the agency.

Conclusion

'Guardian Angel' truly showcases what JWT Singapore is all about. Starting off as an advertising agency, the company has successfully transformed over the years to push the boundaries of traditional advertising, embracing the benefits of technology. Using the advancement and the creative talent of its team, JWT Singapore has successfully conceived and executed 'Guardian Angel.'

References:

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