

J. WALTER THOMPSON AMSTERDAM

AGENCY OF THE YEAR!



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Summary **Last night J. Walter Thompson Amsterdam was awarded the Agency of the Year accolade by SAN, which is the Dutch foundation of advertisers. The SAN Agency of the Year is one of the most prestigious and coveted awards in the Netherlands.**

Details The jury, consisting of a team of top advertisers and trade journalists, was unanimous in its verdict that the agency should win on account of its commitment to transforming their own business and to innovating what an advertising agency is - and should be - in the future.

Transformation in order to find new and lasting relevance in business is a need also recognized and shared by J. Walter Thompson Amsterdam's clients. So, Agency of the Year is a title that will be cherished and celebrated at the agency – but not for too long - as the consumer moves on quickly too. Innovation awaits.

Quotes **”** *“The foundation for this win was laid in 2012. The increasing speed and complexity of today's society requires a simple organizational structure, a more in-depth knowledge of our clients' business and a focus on new technological opportunities. So we adapted ourselves. A new name, a new office a new structure, new people, new clients and new work. We reinvented ourselves. Fundamentally.”*

— Ralph Wisbrun, Managing Partner, J. Walter Thompson, Amsterdam

” *“In 2012 we put into place a new, circular way of working. This approach is now truly paying dividends. We started this year by launching a series of new campaigns, including The Next Rembrandt, a project that has truly caught the world's imagination and started a global discussion about where technology will take us in the future. Now, not even half way through the year we have been recognized as Agency of the Year. I wonder what's next!”*

— Bas Korsten, Executive Creative Director J. Walter Thompson, Amsterdam

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About J. Walter Thompson Amsterdam

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.

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