

J. Walter Thompson Amsterdam partners with Microsoft Netherlands

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SUMMARY

Cannes Innovation Agency of the Year 2016 J. Walter Thompson Amsterdam will be working together with the technology giant to bring digital transformation projects to life for clients of both organisations.

The cooperation between the two companies stems from last year's multi-grand prix winning project, The Next Rembrandt, where Microsoft was the data-partner.

J. Walter Thompson Amsterdam is already working with Microsoft on projects whereby data and technology form the basis for ground-breaking innovations. Furthermore, J. Walter Thompson Amsterdam is helping to translate the brand strategy coming from Microsoft Corporate in the US to the Dutch market.



QUOTES

"At Microsoft Netherlands, we are accelerating the pace of Digital Transformation for our customers and partners as well as for our own organisation, and in doing so, we are exposing local innovation, creative thinking, and modern marketing excellence. This strategy depends on close partnerships with our ecosystem to create a culture of learning and inspiring one another through our collective pursuit of success. Our partnership with J. Walter Thompson Amsterdam, which we continue to evolve following the successful Next Rembrandt collaboration, is a beautiful example of how we can leverage each other's talents and skills and create great solutions together. Microsoft technology and innovation combined with the creativity and insights of J. Walter Thompson provide the stories that help advance our understanding and progress of digital transformation across the Netherlands."

— Cara Antoine, Chief Marketing & Operations Officer, Microsoft Netherlands:

"We're very happy to see that the close cooperation that we had with Microsoft during The

Next Rembrandt project has grown to something bigger and more fundamental. Microsoft is a world leader when it comes to making technology relevant for people. This partnership is a proof point for our new way of working with clients - and it will put our agency at the forefront of these innovative developments. Something all our clients will benefit from."

— Bas Korsten, Creative Partner, J. Walter Thompson Amsterdam:

"In our modern world filled with emerging technologies, companies must innovate in order to stay relevant. Our own journey to reinventing ourselves started by putting innovation at the heart of the agency. But no successful journey is a lonely one. Teaming up with a company like Microsoft, which impacts the everyday life of millions of most people in the world, is a great opportunity to explore new territories in the use of creative data, digital communication and technology."

— Emmanuel Flores, Innovation Director, J. Walter Thompson Amsterdam:

IMAGES



SPOKESPEOPLE



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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.



J. Walter Thompson Amsterdamnewsroom