

J. Walter Thompson Amsterdam partner van Microsoft Nederland

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SUMMARY

Het Bureau van het Jaar gaat samen met de technologie-gigant digitale transformatie-trajecten tot leven brengen voor klanten van beide organisaties. De samenwerking komt voort uit het The Next Rembrandt-project waarbij Microsoft data-partner was.

Op dit moment wordt gewerkt aan projecten waarbij data en technologie de basis vormen voor baanbrekende innovaties voor klanten van beide organisaties. Daarnaast helpt J. Walter Thompson Amsterdam om de merkroute die vanuit Microsoft hoofdkantoor is ingezet, te vertalen naar de Nederlandse situatie.



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, 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 zijn heel blij om te zien dat de nauwe samenwerking die we hadden met Microsoft Nederland op het Next Rembrandt project zich ontwikkeld heeft tot iets nog groters en fundamentelers. Microsoft loopt wereldwijd voorop als het gaat om technologie relevant maken voor mensen. Deze samenwerking maakt dat wij als bureau ook aan de voorkant van deze ontwikkelingen komen te zitten. En daar gaan al onze klanten van profiteren."

— 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.



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