

# persönlich

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## DER WELTMEISTER IM "PERSÖNLICH"

Titel: TBWA \ Paris, Agency of the year 2003/2004 • Michael Conrad: Wann die Schweiz einen Grand Prix gewinnt • Uli Wiesendanger: Warum Fernweh Karrieren fördert • Daniel Matter: Wo der Feind guter Werbung lauert • Reini Weber: Wie man mit Füßen Strategien entwickelt

# DER WELTMEISTER IM “PERSÖNLICH”

**TBWA\Paris:** Die folgende Titelgeschichte wurde von TBWA\Paris exklusiv für “persönlich” gestaltet. TBWA\Paris wurde 2003 und 2004 zur “Agency of the year” gekürt. Die drittgrösste Werbeagentur des Landes begeistert immer wieder mit spektakulären Kampagnen. Heute zählt die TBWA-Gruppe 237 Agenturen in 53 Ländern. TBWA\Switzerland wurde 1967 gegründet, beschäftigt 54 Mitarbeiter und befindet sich in Küssnacht.



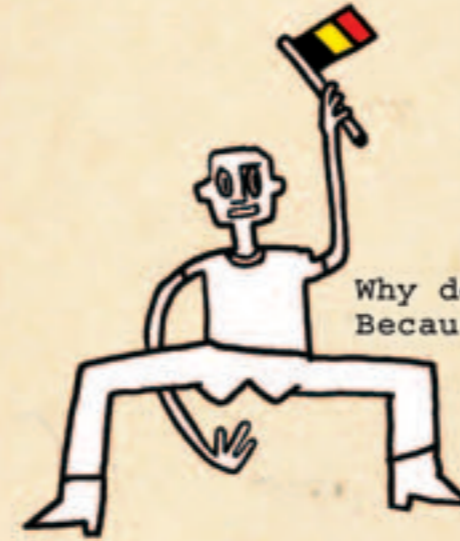


HAVE YOU GOT WHAT IT TAKES TO WORK FOR TBWA\PARIS?

So many people would like to work for the most creative agency in the world. Mrs Olga -our advice columnist- receives hundreds of letters from you every week asking for advice on how to get a job at the renegade agency. We therefore paid a fortune to get the most competent sociologists to devise this extremely sophisticated test to show you exactly how good your chances are of working for tbwa\paris. Get your pencils out.

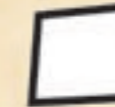
# ISSUE 1: ARE YOU FUNNY ENOUGH TO WORK FOR TBWA\PARIS?

Which of these jokes do you find the funniest? Take a decibelmeter and measure the intensity of your laughter. Check the joke that made you laugh the loudest.



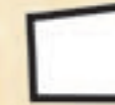
## A- THE BELGIAN JOKE

Why do Belgians sleep with a finger up their arse? Because they're afraid the wound will heal.



## B- THE BLONDE JOKE

How do you make a blonde laugh on a Sunday? Tell her a funny story on a Friday.



## C- THE ANIMAL JOKE

What is the leopard's sexual fantasy? Wearing a G-string made of whore skin.



Answer A: 3 pts  
Answer B: 1 pt  
Answer C: 5 pts

# ISSUE 2: TEST YOUR PERCEPTION

IN YOUR OPINION, WHICH OF THESE DRAWINGS CORRESPOND BEST TO THE CANNES FESTIVAL?



Fig A, sunbathing: 0 pt  
Fig B, drinking: 1 pts  
Fig C, lions: 3 pts

# ISSUE 3: IS YOUR MIND WARPED ENOUGH TO WORK FOR TBWA\PARIS?

- A - SOMEBODY GIVES YOU A KOHL PENCIL. WHAT DO YOU DO WITH IT?
- 1 - You try to make the girls in the next office look less ugly by drawing them Nefertiti eyes
  - 2 - You draw fake bags under your eyes to make your reputation as a workaholic more credible
  - 3 - You write your mobile phone number on the hand of the first creative director you bump into
- B - You've just had a so-so year in a so-so agency, but you aspire to do much better. What do you do?
- 1 - You switch over to Client Service.
  - 2 - You go hide in a small Canadian agency for an 18-months period during which you get your virginity back. When you're back on top, you can return home feeling more confident.
  - 3 - You blame it all on your art director (if you're a copywriter) or all on your copywriter (if you're an art director.)
- C - YOU ARE ASKED TO GIVE YOUR OPINION ABOUT AN AD. YOU THINK:
- 1 - Nice one. I wish I had thought of that.
  - 2 - It's complete dog shit and I'm really going to enjoy telling him.
  - 3 - Already been done by a Brazilian agency in '93 but I won't say anything so it can run and make him look really stupid.

A / 2: 1 pt  
B / 2: 2 pts  
C / 3: 3 pts

# ISSUE N°4 : THE BLIND TEST

JOIN THE DOTS OF ONE OF THE FOLLOWING FIGURES.  
YOUR INSTINCT WILL GUIDE YOU TO CHOOSE  
THE ONE THAT MATCHES YOUR PERSONALITY.  
WHEN YOU FIND OUT WHAT YOUR FAVORITE ANIMAL IS,  
YOU WILL KNOW HOW MANY POINTS YOU HAVE WON.

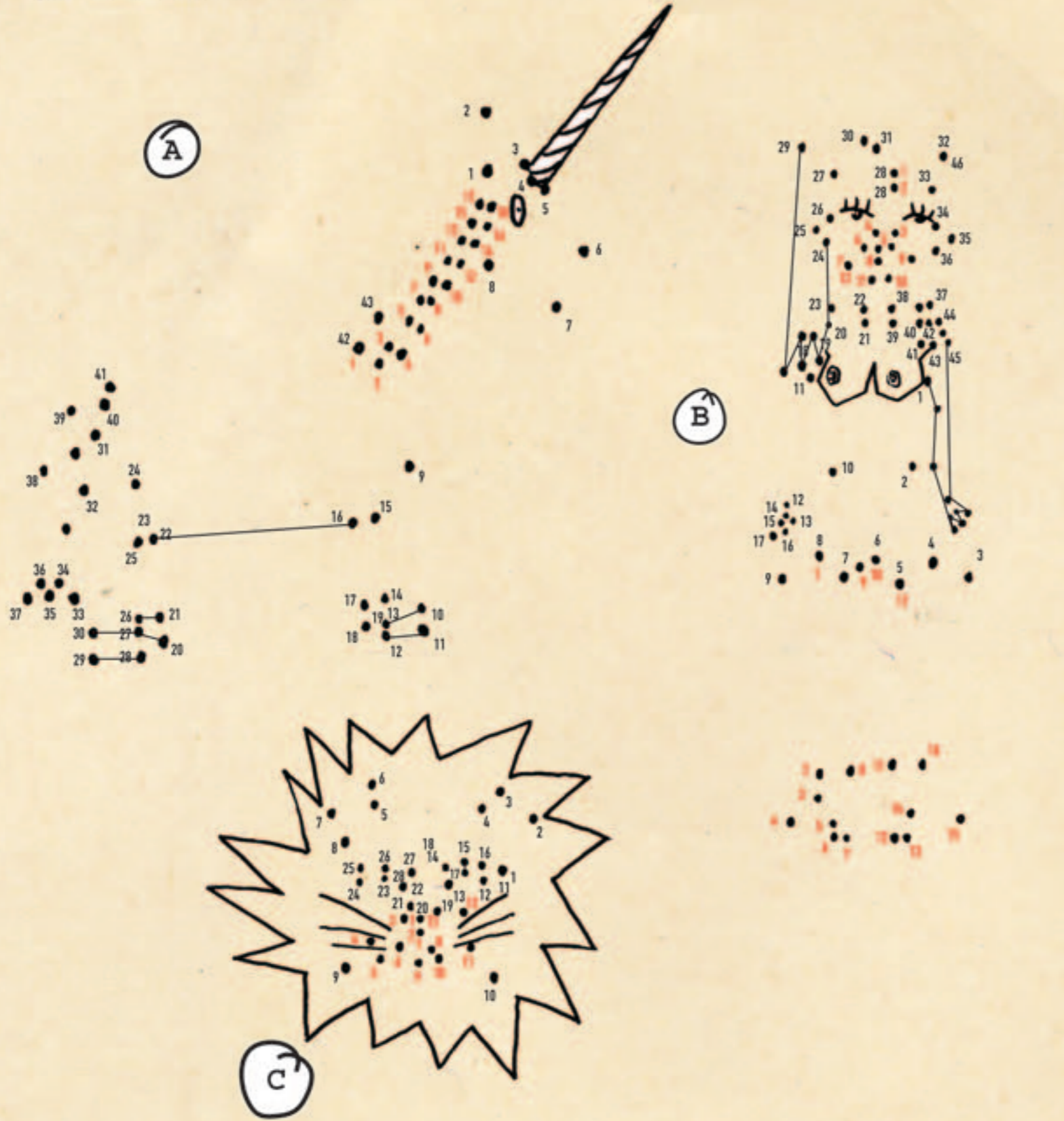


Fig C, Lion: 5 pts



Fig B, woman: 3 pts



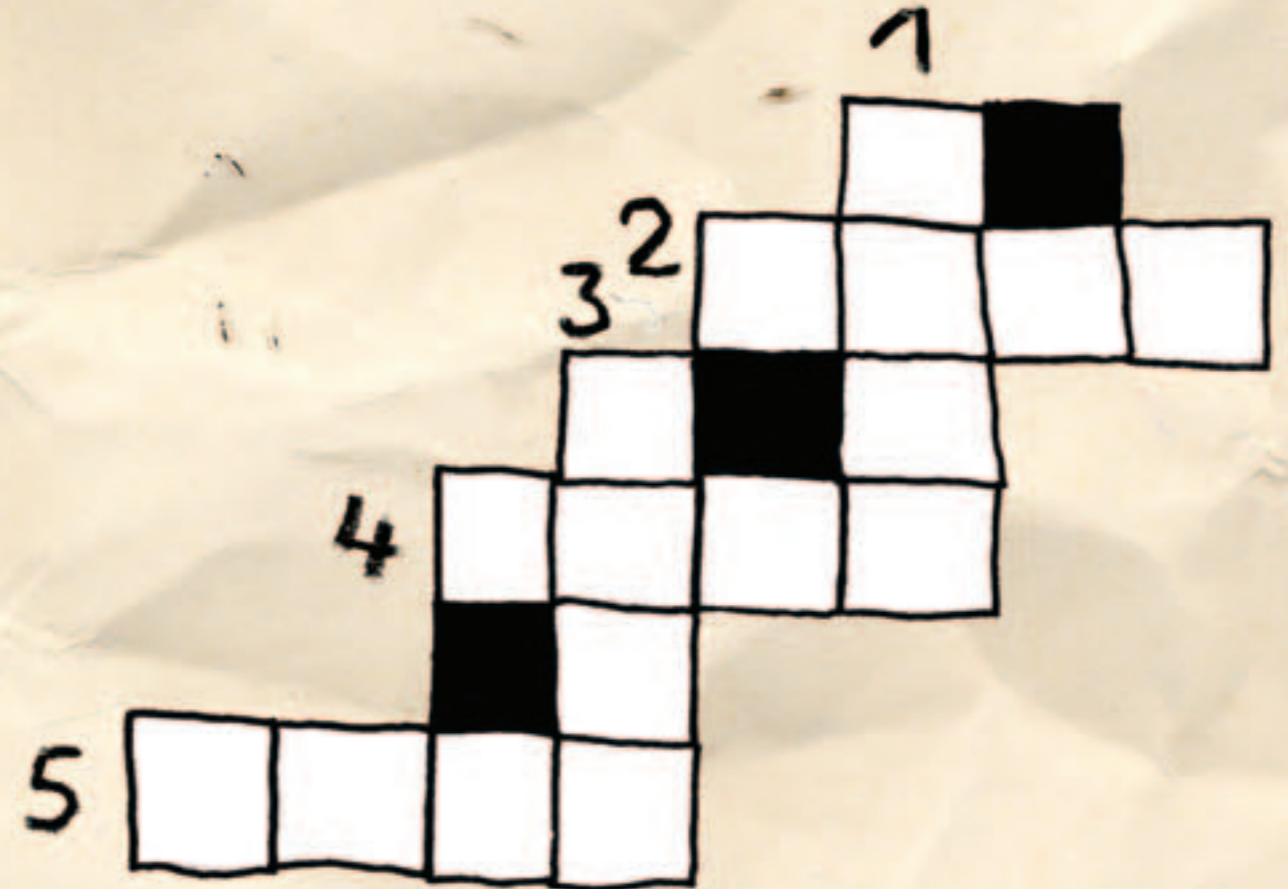
Fig A, unicorn: 5 pts



# ISSUE N°5 : DO YOU SPEAK TBWA\PARIS?

FILL IN THE CROSSWORD GRID AND GIVE YOURSELF ONE POINT FOR EACH CORRECT ANSWER.

- 1- king of the animals
- 2- little trophy handed out at the Cannes advertising festival
- 3- nutty, chewy chocolate bar
- 4- comes in gold, silver and bronze
- 5- Richard the ...heart?



Answer 1: Lion  
Answer 2: Lion  
Answer 3: Lion  
Answer 4: Lion  
Answer 5: Lion

# THE FINAL TEST: DO YOU HAVE THE BASIC SKILLS REQUIRED TO WORK FOR TBWA/PARIS?

PAIR THE FOLLOWING WORDS AND BE CAREFUL OF THE TRAPS. EACH CORRECT ANSWER WINS YOU 1 POINT.



- |              |   |                    |
|--------------|---|--------------------|
| bedtime read | • | • Disruption       |
| broken thumb | • | • fun anyone       |
| beyond       | • | • lion             |
| PS2          | • | • French gourou    |
| john hunt    | • | • terry richardson |
| cannes       | • | • President        |
| JMD          | • | • Alpin racer      |



bedtime read - terry richardson; broken thumb - alpine racer; beyond - disruption; john hunt - president; ps2 - fun, anyone?; cannes - lion; JMD - french gourou

# #RESULTS#

Add up your points to obtain your final score:

## Between 0 and 9 points:

You adore effective advertising-the kind that convinces housewives that this new ultra-sophisticated deodorant will magically transform their stinky body odour into lily of the valley essence. When you are being briefed you first think of effectiveness, then shooting in Cuba. You don't mind working for the agency that ranks 189th creatively because the most important thing is to accumulate air miles and pay off the mortgage on your little house in the suburbs. It would be a grave mistake to go and swap your 17 years seniority for a new agency.

## Between 10 and 19 points:

You do have real potential, but other people shouldn't expect too much of you. Football in the evenings with your pals is what remains sacred in your life. You think it's a lot more intelligent to be somebody who stands out in an agency where nothing is happening than to be an anonymous face in one where everything is happening. This is your choice. You took a long time to decide whether you found advertising sensational or sickening. In the end, you decided that it is your own work that is sensational and the work of others that is sickening. Isn't it time for you to get fired on purpose so that you can start that hippy-chic vegetarian restaurant/lifestyle store you've always dreamed about?

## Between 20 and 29 points:

A real achiever. You are very ambitious. In fact, you are most certainly a Taurus, or at the very least an Aries. When you were younger, your life wasn't always easy, but at least it taught you how to take the blows. A bit of a masochist, you think you always have to suffer to succeed. Like Nietzsche you believe that what doesn't kill you makes you stronger. Your goal: to blow everything up.