

Young&Rubicam wins advertising account of Erste Group Media account goes to Mediaedge:cia

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Young&Rubicam will continue to be the marketing agency of Erste Group. This is the result of a tender that has now closed its second round.

A total of 19 national and international agencies took part in the tender for the creative account of one of the largest financial service providers of Central and Eastern Europe.

Apart from the winner, the participants of the second round were Jung von Matt and the OmnicomGroup.

The decision on the media account was reached by unanimous vote and went to Mediaedge:cia. This agency won against Omnicom Media Group, IPG Mediabrands - PanMediaInitiative and MPG Media Planning Group.

Philip List, Head of Group Marketing at Erste Group Bank AG was "impressed by the creative breadth of the agencies and by the professional handling unique in Austria to date with an exceptional briefing and selection process". We are pleased to implement an attractive, integrated marketing and communication concept with a first-rate motivated team and would like to express our thanks to all other agencies for their participation", said List.

The selection was made by a team of 15 consisting of the management board members of Erste Group and Sparkassen as well as of external experts.

- Attractive stocks that have not yet posted strong uptrends (OMV, voestalpine, A-TEC),
- Growth stocks that are developing independently from the economy (Intercell, Kapsch TrafficCom, BWT),
- Other (cyclical) stocks that have clearly left the trough behind (RHI, Vienna Insurance Group, Semperit),
- Real estate stocks with attractive multiples (Eco Business-Immo, Immoeast, Sparkassen Immo),
- ...and generally blue chips, companies with solid fundamentals.

Expectations cautiously optimistic for 2010

The strategy that may be derived from the strong performance of the past months and the overall relatively neutral valuations does not imply any marked upwards drivers. The analysts at Erste Group expect a continued moderate recovery in the year 2010 that should result in a slightly double-digit performance. Interest rates are expected to remain low and the general risk tolerance – due to lacking alternatives – has increased. This means relatively attractive equities considering the yield aspects. "Despite the phase of strength seen up to now, it is quite possible that we will close the year 2010 with the ATX at the mark of 3,000 points," said Fritz Mostböck.

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