



Press Release

DDB Canada opens office in Victoria

Brand planners Michael Allabarton, Hugh Ruthven to lead new operation

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FOR IMMEDIATE RELEASE

DDB Canada is pleased to announce the opening of a new office in Victoria, British Columbia to better service existing clients on Vancouver Island, and attract new business regionally. The opening of DDB Victoria expands DDB Canada's agency network to five cities including Vancouver, Edmonton, Toronto and Montreal.

"DDB Victoria is being created to deliver superior on-the-ground service for BC Ferries, one of DDB Canada's largest regional clients, and to offer local businesses creative solutions to their marketing challenges," says Rob Whittle, national president, DDB Canada.

To do this, Michael Allabarton and Hugh Ruthven, two very experienced and distinguished hometown marketers will co-manage DDB Victoria.

"Both Michael and Hugh have exceptionally strong backgrounds in communication planning and branding," continues Whittle. "Their knowledge and experience in these areas will enable us to offer clients some of the best strategic marketing capabilities in Canada."

"DDB Victoria will effectively be a full-service marketing communications agency," says Allabarton. "However, we'll be providing clients with a unique, specialized service focusing on brand discovery and articulation, while utilizing DDB Vancouver's acclaimed interdisciplinary resources and talent as required."



In addition to traditional marketing services, DDB Victoria, partnering with Ipsos Reid, will offer clients a new proprietary approach to branding workshops and on-line research methods called 'DDB Discovery.'

Ruthven explains, "the key to real success is defining and fulfilling the promise of value that the brand stakes out, and then to ensure you have an ongoing dialogue with the intended audience to maintain relevancy. Brands aren't a static thing. They are living, breathing entities that constantly evolve, and the secret is to guide and coach that journey effectively. We're bringing clients the combination of solid counsel and creative insights in the upfront brand exploration, and then through Ipsos Reid, ongoing monitoring to ensure that the brand stays on track."

Steve Mossop, Managing Director of Ipsos Reid in Western Canada says, "the partnership is a natural evolution. We've been working hard with DDB for the last two decades. We also have some key clients in Victoria, and have been looking for ways to expand our services in this market. We have been talking about the concept of DDB Discovery with Michael and Hugh for some time, and collectively we have built something that I think is pretty unique. Through a combination of a customized approach, and access to our extensive online panels and our proprietary software tools, we are able to provide robust and quantitative consumer feedback very quickly in order to enhance the DDB discovery process."

Allabarton adds, "whether developing a brand profile and strategy for a national, regional or local business, basic branding principals apply, regardless of location, size or stature. The only thing affected by the size of a company is cost, as regional or national strategies typically involve a deeper investigation process. The cost of a branding strategy for a local business would be scaled-down accordingly."

Allabarton has over 20 years of experience as a senior planner and brand specialist. For the past 14 years Allabarton lead Malahat Group International in Victoria, developing successful marketing and branding campaigns for a variety of clients within the transportation, telecommunications, health care, software, newspaper, hospitality, and natural gas sectors. He also developed a national branding strategy for the United States credit union industry. Notable accounts have included the US National Credit Union Association (CUNA & Affiliates), BC Ferries, Victoria Commonwealth Games Society, Pacific Press, University of Victoria, and BC Tel.

Ruthven has 25 years of marketing experience and is one of DDB's most sought after branding experts and planners. Originally from Victoria, Ruthven has served as Advertising Manager for Western Canada and Director of Marketing for McDonald's. He has also held numerous leadership roles at Palmer Jarvis and PJ DDB (now DDB Canada) in Vancouver, and was the agency's executive Vice President, Managing Director from 1997 to 2002. In 2003, Ruthven returned to Victoria and became a brand planner for DDB Canada working with both Vancouver



and Toronto clients. He has extensive experience in planning with a broad cross-section of consumer brands, including the Overwaitea Food Group, Kokanee, TELUS, Boston Pizza and BC Hydro.

Additional staff at DDB Victoria includes Jason Dauphinee, a senior art director. Other personnel will be added as the business expands.

The new office of DDB Victoria is located at 1845-B Fort Street in downtown Victoria.

About DDB Canada: Better Ideas. Better Results

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Ranked the #1 creative agency in Canada by *Strategy* magazine for nine years in a row, and among the top 15 best agencies in the world in *The 2006 Gunn Report*, DDB Canada is recognized for award-winning advertising that generates significant results for clients. A “total communications company,” DDB Canada believes creativity is the strongest business tool. With offices in Victoria, Vancouver, Edmonton, Toronto and Montreal, DDB Canada was named one of the “Best Small and Medium Employers in Canada” in 2007 by the Queen’s University School of Business.

The agency’s integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct) and Radar DDB (social media marketing).

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