

## Press Release

---

### **Tribal DDB Shanghai connects with China's bloggers in a new campaign for FAW VW**

---

**Date** 5/9/2008

**Location** Shanghai

---

Tribal DDB Shanghai, the digital arm of DDB Group China, today launched a new campaign for FAW VW, one of the official sponsors of China's torch relay. The groundbreaking campaign is aimed at bringing the torch relay to the online community and marketing FAW VW specifically to China's 100 million bloggers.

The Olympic Torch Relay in China takes place over 97 days. VW has provided over 1000 vehicles for the convoy, as well as the logistics and planning of this extremely ambitious project. The total distance of 40,000 kilometers spans 31 provinces and 113 cities. The Torch even traveled up Mount Everest. Some 20,000 torch bearers are carrying the torch for 200 meters each. Over half a million people are expected to watch the torch live as it travels through their home towns.

The objective of the campaign is to "own the road, digitally": to market FAW VW and bring the torch relay event to the online community in China, thus engaging with a potential 200 million people. Tribal DDB has found a way for everyone in China to cheer for the Olympics by using VW as their "vehicle."

Tribal DDB Shanghai has created an innovative campaign to attract the blogging community. The idea is that people around the country can "Honk for China" on their blogs. Honking is the ultimate expression of excitement and support while driving. Tribal DDB has brought the honking concept online in a truly interactive campaign. The clever and efficient viral mechanism engages bloggers from the moment they write about the torch or Olympic spirit in their hometown.

As soon as they link their article to the official FAW VW torch relay map website, they receive a "Honking Badge," which they embed into their blogs.



The blogger can compose his personalized tune using different horn sounds from FAW VW vehicles. Each time someone honks his horn it will play the tune, and a special counter on the blog will go up. The higher the number on the counter, the greater the player's chances of winning a prize such as an all-inclusive trip to Beijing and access to the opening and closing ceremony at the Olympics or a one-year FAW VW car lease.

A banner ad is featured on Sina's Home Blogpage (one of China's most popular blog portals). The banner will also include a live update of the highest ranked bloggers, according to the Honking Counter.

Dirk Eschenbacher, Tribal DDB, said, "This is such an exciting campaign. We're thrilled to be working with FAW VW on the Olympic Torch Relay and bringing it to the digital space. Bloggers are China's most powerful online community; if you can persuade them to support your cause, then your campaign can engage the audience on a much more realistic, truthful and relevant level."

### **About DDB and DDB Guoan**

DDB Worldwide Communications has had its presence in China since 1992. In mid 2006 DDB joined forces with CITIC Guoan, China's premier communications company (and part of the CITIC Group) to form DDB Guoan, one of the top 5 agencies in China. The alliance provides unparalleled reach in China. DDB Guoan is led by Mr Yan Gang, Chairman and Mr Dick van Motman, Chief Executive Officer. DDB Guoan has offices in Beijing, Shanghai and Guangzhou. It works for a growing list of blue chip clients, both International and local. Services offered range from traditional Advertising to Interactive (Tribal DDB), Promotions and Brand Activation (Rapp Collins).

DDB Worldwide Communications Group Inc ([www.ddb.com](http://www.ddb.com)) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to Creativity magazine 2006. In 2007 Tribal DDB was named Global Agency Network of the year by *Ad Age*. Four-time winner, *Adweek* and *Advertising Age* Global Network of the year, DDB also was named the World's Top Network in Europe by the *Gunn Report* in 2006 and 2007. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most



powerful force in business, building enduring and powerful brand experiences that influence social communities, drive results and TalkValue™.

**Omnicom Group Inc**

Omnicom Group Inc (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

-- End --

**For more information please contact:**

Chloe Reuter

[Chloe.reuter@ddb-guon.com](mailto:Chloe.reuter@ddb-guon.com)

Tel: +86 21 6151 3618