



Press Release

DDB Sydney looks beyond the traditional spectrum to launch DDB Touch

Date 25/07//2008

Location Sydney

Sydney, Australia (25 July 2008) – DDB Sydney has officially launched DDB Touch, a channel planning division, which will work closely with clients to effectively plan and execute the most creative brand experiences for Australian consumers.

DDB Touch will offer a holistic communication strategic resource at the DDB Group in Sydney allowing clients to amplify their brand ideas through clear channel direction from across all disciplines including ATL, BTL, Digital, PR, sponsorship, promotions, branded experiences and content creation.

Nick Andrews will head up the DDB Touch division. Nick brings a wealth of experience to the role with over 14 years in Australia and overseas.

Chris Brown, Group Managing Director, DDB Sydney said: “Nick’s role will be to work closely with the various DDB Group brands to develop superior communications thinking, that leads to better ideas which are seamlessly executed across different platforms. Having this resource in house over the past few months has already made a significant impact on our business and Nick will be a great asset to DDB Sydney as we shape our business moving forward.”

Leif Stromnes, Managing Director, Strategy & Innovation, DDB Sydney said: “Over the past few years, DDB has been working hard to grow our strategic offering which now includes digital



planning, data planning, channel planning as well as brand planning. We truly believe this comprehensive and end-to-end strategic thinking will be the future of our discipline.”

Nick Andrews, Head of Channel Planning, DDB Touch, added: “Our ambition within DDB Touch is not merely to ensure integration but to generate momentum for a brand idea. We will achieve this by looking across the spectrum from traditional advertising to below the line, from PR to content creation. This will provide a broad and lateral perspective which will generate ideas that will truly advantage of the dynamic landscape we are in.”

DDB Touch is already working with DDB Sydney clients including Clorox and GWF.

-ENDS-

About DDB Australia

DDB Australia is part of DDB Worldwide, an Omnicom company, DDB has been voted Australia’s most creative agency twice and has won more AFA Effectiveness Awards for more clients than any other agency. DDB Australia has offices in Sydney and Melbourne.

About Omnicom

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

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