



Press Release

FOR IMMEDIATE RELEASE

Date 4/6/09

Location New York

DDB Worldwide and M/A/R/C Research Find in Time of Economic Crisis:

Health Is the New Wealth

Survey Shows Empowering Patients Is Key to Influence

New York, NY, April 6, 2009 - Against a background of economic uncertainty, people across the globe are beginning to feel vulnerable, not only in terms of their wealth but also their health, according to a study by DDB Health, the global healthcare practice of DDB Worldwide Communications Group Inc.

The study, recently conducted by DDB and M/A/R/C Research, both units of Omnicom Group Inc., compares perceptions about health among more than 1,800 consumers and physicians in 11 countries, including the US, Canada, Mexico, Brazil, UK, France, Germany, China, India, Australia and Singapore.

The research revealed that as household income decreases, the value people place on their health and the amount of time they spend thinking about it increase.

Indicating the world is turning its attention away from that which is beyond its control (the economy) to anything that is (mostly) controllable, 42% of those surveyed ranked health as a major preoccupation while 31% made "living without illness" their first health priority. Conversely, only 9% ranked "achieving my potential" as a priority.



“Recognizing they must be healthy in order to make things go their way again, people are regressing to the fundamental, specifically what they need and not necessarily what they want,” Mark Goldstone, President, DDB Health Worldwide, said. “There are huge implications for both purchasing and motivation here.”

Noted Maria Tender, DDB Director of Brand Planning, “Consumers are not going to be as motivated to take action based solely on higher-order/emotional end benefits in the pharmaceutical, or even in the well-being space. Today, more than ever, they will need to see tangible benefits ascribed to brands.”

[Click here for the Yellow Paper](#)

[Click here for the Methodology and Bios](#)

About DDB Health Worldwide

DDB Health Worldwide is a network of more than 40 DDB offices around the world that offer a healthcare practice providing communications for all aspects of the specialist world of health and pharmaceuticals – from medical education to TV commercials. DDB Health is part of DDB Worldwide Communications Group Inc.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and The Gunn Report, among others. 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 create TalkValue™, influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

[Worldwide Creative](#)

Contact:

Pat Sloan

212-415-2109

pat.sloan@ddb.com