



Press Release

DDB Worldwide Tops Agency Networks in *Shots GrandPrix 2006*

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FOR IMMEDIATE RELEASE

DDB Worldwide has been recognized as the most awarded agency network in the world by Shots GrandPrix.

Shots, a London-based publisher that showcases cutting-edge creativity in global advertising, annually ranks the cumulative winners from 27 leading industry awards ceremonies around the world in TV, print, interactive, integrated, and innovative media to determine which emerge as the best of the best.

In 2006 Shots GrandPrix tabulated a total of 500 DDB wins around the world, the single highest amount of awards won by any agency network. Particularly strong was interactive, an increasingly important medium for client campaigns: DDB, and its interactive company Tribal DDB, won forty-four more awards than the second-ranked agency in this category.

The leading DDB offices were DDB London, DDB Brasil (Sao Paulo), DDB Vancouver, DDB Paris, DDB Los Angeles, DDB Buenos Aires, and DDB Düsseldorf.

“At DDB we believe creativity is the most powerful force in business. Creativity inspires passion, ideas and creative business solutions for our clients’ brands. At DDB we also believe in the power of awards because awards such as the Shots GrandPrix inspire us to keep raising the bar,” DDB Worldwide Chairman and Chief Creative Officer Bob Scarpelli said.

DDB Worldwide (www.ddb.com), twice named *The Gunn Report's* Most Awarded Agency Network, *Adweek's* Global Agency of the Year and *Advertising Age's* Global Network of the Year. Number one in *Creativity* magazine's 2006 ranking of agencies. Four-time winner, Clio



Agency Network of the Year. Winner of more awards than any other network in the history of the Cannes International Advertising Festival. Tribal DDB, named *Adweek's* Interactive Agency of the Year for 2005.

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