



Press Release

DDB's James Lou Speaking at AdFest: "Reinventing the Relationship Brands Have with Consumers"

Date March 26, 2008

Location Asia Pacific/Chicago

James Lou, Executive Vice President, Managing Director of Strategy for DDB in Chicago is presenting to more than 2,000 conference attendees on March 27, 2008 at AdFest in Pattaya, Thailand. Considered a leader in the planning community across the United States, Lou will be presenting his insights on "Reinventing the Relationship Brands Have with Consumers."

"People are reinventing their relationship with their brands. In today's 'we-economy,' the dynamics of the consumer and brand relationship have morphed beyond what we were all taught in school just ten years ago," said Lou. "The 'uber-consumer' – the advocates, antagonists and apathetics – all have an impact on the brand. Ignore them at your peril."

Lou will be giving DDB's perspective on the new role of the "consumer," based on the notion that "people who consume the product" are only now one part of the relationship. He will outline why and how brands need to consider and engage the wider-community, and society at large, as well as provide case studies and lessons learned during his own 20 years experience in the industry.

"We must continuously discover and leverage new insights about these new consumers, their brands, their world and their aspirations. It is in this relationship where agencies can help build rewarding connections, and in turn create loyal profitable customers for our clients," Lou added.

James Lou, 38, joined DDB Chicago as Director of Account Planning in March 2005. He serves as the lead Strategist on all Chicago-based national and international client businesses, including McDonald's, Wrigley's, Anheuser-Busch, State Farm, Capital One, Unilever and Safeway. Lou also serves as co-chair of the DDB network of Strategists, spanning over 200 offices worldwide. His current responsibilities include

In addition to Lou's session, several DDB leaders from around the world will manage workshops and briefing sessions at this year's Young Lotus (March 24- March 26).

As the major sponsor, DDB senior executives from London, Chicago, New York, Hong Kong and Thailand will provide a broad and global perspective on advertising and communications, its influence over society and the 'talk value' it generates.



Bob Scarpelli, DDB Worldwide Chairman and Chief Creative Officer said, "DDB is the world's most awarded agency, and it has maintained this position by continuing to invest in talented people. I believe it is imperative to nurture and grow our young creatives now, and this is why we are proud sponsors of AdFest, Young Lotus 2008."

Neil Dawson, Global Creative Director of Philips from DDB in London; James Lou, Executive Vice President, Managing Director of Strategy from DDB in Chicago; Steve Jackson, Senior Vice President, Global Business Director from DDB in New York; *Milo Chao, Head of Planning, DDB in Hong Kong* and Dan Zonmani, Managing Director of FarEast DDB, will be in attendance and presenting during the three days of the workshop.

About DDB: DDB Worldwide Communications Group Inc (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 was also 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 create TalkValue™, influence social communities and drive results.

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

Contacts:

Karen See
Director, Regional Communications, Asia Pacific
DDB
M: +852 6687 2645
E: karen.see@asiapac.ddb.com

Amy Cheronis
Director, U.S. Communications
DDB
M: +312 493 9949
E: amy.cheronis@chi.ddb.com