



Press Release

DDB Sydney appoints Mark Harricks as Creative Director

Date 4/23/08

Location Sydney

Sydney, Australia (23 April 2008) – DDB Sydney has appointed Mark Harricks as the new Creative Director.

Matt Eastwood, DDB National Creative Director, commented: "Mark is probably one of the region's most sought after creatives. In the past few years alone he has achieved richly deserved recognition at D&AD, One Show, Clio, Award as well as winning Silver and three Gold Lions at Cannes 2007, including one of only three Titanium Integrated Gold Lions given out."

Mark is currently the Creative Director of Clemenger BBDO in Wellington. He will join DDB Sydney in June 2008 and report into Matt Eastwood.

"Mark will be joining the DDB Sydney creative team at an exciting time. We have had a truly phenomenal year this year and are remained focused and committed to delivering creative excellence and industry best work for our clients," added Eastwood.

Mark said of his new role: "DDB Sydney has been awarded Agency of the Year by three different industry magazines, and yet to Matt and the team this is only the beginning. With a fantastic pedigree, great clients and a very strong team, I'm really looking forward to joining DDB Sydney and building on the highest of standards across the DDB Group".

Prior to his 7 years at Clemenger BBDO Wellington, Mark was an Art Director at FCB and George Paterson Bates in Sydney, and a Designer/Typographer at TBWA in London.

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

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