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Tribal DDB Shanghai sweeps prizes at the Digital Media Awards

Shanghai, November 27th, 2008

Tribal DDB Asia Pacific swept the prizes at this year's Digital Media Awards in Shanghai winning 7 out of a total of 19 awards that were handed out. And Tribal DDB Shanghai, part of DDB China Group, picked up, 2 of them, a Gold for its McDonald's Digital Coupon campaign , as well as a Silver for its Volkswagen Honk for China campaign.

The glamorous event at the Grand Hyatt in Shanghai assembled over 200 of the industry's leading digital and online clients and agencies. The event was organized by Media Magazine, one of the region's most influential industry publications, and is the only awards show to honor digital marketing across Asia Pacific.

Jit Hoong Ng, Managing Director of Tribal DDB Shanghai: "We are proud to be recognized for the innovation we've put into winning these two awards. It goes to show that while we continue to drive brand demand and business objectives, these goals can be creatively executed."

Dick van Motman, President and CEO of DDB China Group: "Tribal DDB Shanghai has made huge strides since its inception two and a half years ago and has become a worthy member of Tribal DDB Worldwide which is AdAge Magazine's Agency of the Year. In keeping with the original brief given when it was founded, now some 10 years ago, to become the DDB of the digital age, creativity is at the forefront and center of everything they do. As clients see the value and power of online, Tribal DDB Shanghai has proven it is the linchpin to connect their brands to China's vast internet and mobile phone users and a vital pillar of our DDB China's 'creative solutions' approach.

Here is a summary of all the awards won by Tribal DDB:

1. Tribal DDB China for McDonalds "Mobile Coupon" – Gold
2. Tribal DDB China for Volkswagen "Honk for China" – Silver
3. Tribal DDB Hong Kong for Volkswagen "VW Challenge" – Silver
4. Tribal DDB Hong Kong for MTR "MTR Blog" – Silver
5. Tribal DDB Singapore for StarHub "Watch Surf Talk" – Bronze
6. Tribal DDB New Zealand for Volkswagen "Not for everyone" – Bronze
7. Tribal DDB Sydney for Arnott's "Comedy Club" - Finalist
8. Tribal DDB Sydney for Volkswagen "Tiguan" - Finalist

Digital Coupons for McDonald's – Gold Winner

Dragging an established marketing tactic such as discount coupons into the digital age provided McDonald's with a chance to increase ROI. Too often discount coupons were ending up in the rubbish — 'coupon fatigue' —plus printing and media costs are on the rise. With specific coupons sent to the mobiles of McDonald's customers, the delivery system was clearly improved and the fast-food chain found redemption rates improved dramatically.

Honk for China VW Campaign – Silver Winner

As the torch relay was the news event prior to the 2008 Olympic Games opening ceremony, every brand in mainland China sought to cash in. Volkswagen asked drivers to honk their car's horn, blog it and stand the chance to win. The site was a viral smash.

ABOUT TRIBAL DDB WORLDWIDE

Tribal DDB Worldwide (www.tribalddb.com), Adweek's Interactive Agency of the Year for 2005, is a full-service interactive agency that consistently ranks as one of the largest and most award-winning networks in the world. Headquartered in New York, Tribal DDB Worldwide includes 35 offices spanning 21 countries throughout the Americas, Europe and Asia Pacific region. During the 52nd Cannes Festival in 2005 Tribal DDB took home the most Lions, the Cyber Grand Prix, and was named Interactive Agency of the Year. Tribal DDB Worldwide is part of Omnicom Group's (NYSE: OMC) DDB Worldwide.

ABOUT TRIBAL DDB IN CHINA

Tribal DDB is part of DDB China Group. Tribal DDB's China clients include – amongst others - McDonald's, Lipton and Philips Consumer Electronics. For more information please check out www.tribalddb.com.cn

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

Contact:

Chloe Reuter
PR Manager
chloe.reuter@ddbchinagroup.com
Tel:+86 21 6151 3618