



# Press Release

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## **DDB named top network at the 2008 Epica Awards**

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**Date** 28/11/08

**Location** London

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DDB has been named the most awarded network at the 2008 Epica Awards.

It is the fourth year in succession that DDB has topped the awards.

DDB London won two Grand Prix in TV for the Volkswagen Polo “Dog” commercial, and in Press for the Marmite snacks “LoveHate” campaign. It is the first time one agency has won multiple Grand Prix.

DDB Berlin was the most awarded agency with a total of 13 prizes, which includes print work for the Volkswagen Navigation System “That Way” campaign, and the Premiere Pay TV “Movie Quotes” campaign. They also took home a Technique award for the IKEA “Prices” campaign.

Commenting on the results, Michael Bray, President of DDB Europe said:

“Naturally, we’re thrilled that not only has DDB once again come top of the creative pack, but that this year, we’ve achieved that goal in such an emphatic way. We’ll be focusing all our efforts on developing creative work to the same world beating standards in 2009, as we believe the very best applied creativity is the most effective for our clients businesses.”



## About DDB

DDB Worldwide Communications Group Inc ([www.ddb.com](http://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, DDB provides creative business solutions for some of the world's most prestigious brands. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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