



# Press Release

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## FOR IMMEDIATE RELEASE

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**Date** 13/02/09  
**Location** DDB Europe, London

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### **DDB appoints Philippe Berthelot as Global Business Director for Lipton**

**London, UK, 13 February, 2009** – Philippe Berthelot has been announced as the new Global Business Director for Lipton. He will report to Michael Bray, President of DDB Europe.

Berthelot first joined DDB in 1996, and has worked at the DDB offices both in Paris and San Francisco. In January 2008, Philippe took the position of European Business Director for Lipton at DDB Paris.

Commenting on the appointment, Berthelot said: "Creating great work for big brands is a fantastic challenge. Lipton is one of the largest beverage brands in the world, and I feel truly privileged to run this account."

Berthelot will be based in the DDB Paris office.

#### **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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