



Press Release

DDB expands its health practice in Asia Pacific

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Location Hong Kong

DDB Group Asia Pacific has underlined the importance of healthcare business in the region with the appointment of James Hammond as Director of Health, Asia Pacific.

“We have considerable healthcare business right across the Asia Pacific region – in fact healthcare represents up to 15 per cent of total business for some markets. With James, DDB Health will be a cohesive regional initiative,” said John Zeigler, President and CEO, DDB Group Asia Pacific, Japan and India.

“James focusing on the healthcare segment will allow us to consolidate our resources, capabilities and strengths and enable us to grow this already substantial business into a more regional, as well as worldwide healthcare practice – we expect it to be at least 20 per cent of our total marketing communications efforts within the next 18 months.”

Health clients include Bayer, Johnson & Johnson, Merck Sharpe & Dohme (MSD), Novartis, Pfizer and Schering-Plough.

To support James in his new role, Sharn Bedi has been promoted to head of DDB Health South East Asia, while continuing to manage DDB Health Singapore. Sharn has been with DDB Health Singapore for two years.

James joins DDB with more than 18 years of ethical and consumer healthcare advertising experience. He comes to DDB from the Publicis Groupe where he was Regional Development Director, Asia Pacific, for Publicis Healthcare Communications Group (PHCG). In that role he created the initial business plan to develop healthcare opportunities on the China mainland by merging existing consumer, PR and healthcare specialty agencies. His role also involved business strategy and planning for key markets including Singapore, Japan and India.



“With James’ experience and expertise, and the growing demand for health and medical communications in Asia, we have a real opportunity to become an even stronger force in the health category in the region. Many health clients are starting to see the benefits of an agency that can integrate best-in-class creative work, digital and CRM into their health brands. I believe DDB is uniquely positioned to deliver this capability,” said Mark Goldstone, President of DDB Health Worldwide.

“We have powerful networks which make up DDB Group Asia Pacific -- DDB is a leading global advertising agency: Tribal DDB is the world’s leading digital agency and Rapp is a leading direct marketing agency worldwide. With our DDB Health practice now consolidated, our combined strength allows us to deliver best-in-class capabilities and through-the-line campaigns for our clients. Other agency groups may offer similar services, but I doubt any can claim worldwide leadership in all disciplines like we can,” said Zeigler.

DDB Asia Pacific is comprised of 21 offices in 16 countries across the Asia Pacific region. It offers a full range of marketing communications services including advertising, direct marketing, interactive, design, and sales promotion. DDB Asia Pacific is part of the DDB Worldwide communications network.

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