



Press Release

John Zeigler claims gossip is the foundation of all communications

Date 20 March 2009

Location Pattaya, Thailand

John Zeigler, President and CEO of DDB Asia Pacific, Japan and India, presented his “Gossip Principle – reversing through an age of acceleration” at the 12th Asia Pacific Advertising Festival in Pattaya.

In his presentation, Zeigler said that gossip was the foundation of all communications and that without it society would not even exist. He also claimed that, in this era of Web 2.0, the fundamentals of gossip are more important than ever before.

“If we look back, we might see that the existence of everything we do today has originated from a single human tribal behavior, gossip,” claimed Zeigler.

“The new creative challenge for advertisers and marketers is staying true to the core idea and the brand story, knowing full well what we say will be morphed and changed by the consumer—the gossip, in reality. .”

Within the presentation, Zeigler demonstrated his point by sharing case studies on how good gossip, through influence and persuasion, can change people’s opinions: for example, Oprah Winfrey endorsing President Barack Obama; or how bad gossip, like Edison Chen’s sex scandal, can ruin reputations and careers in an instant over the internet.

Zeigler pointed out that people gossip about brands in much the same way. He shared DDB’s recent work for McDonald’s Cheer for China as an example of good gossip that inspired a nation.



“Essentially, my talk today is all about making great ads to get people talking. If we can get that right -- then that’s the type of gossip we are all striving for,” said Zeigler.

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About DDB

DDB Worldwide Communications Group Inc (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, the DDB Group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,[™] influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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