

For Immediate Release



DDB Dominates Local Effie Awards in Turkey

March 30, 2009, Istanbul--In the third local bi-annual Effie awards, DDB Group here won three of the five Gold Effies awarded in the competition. Those Gold Effies, along with two Bronze, gave DDB the most awards of any agency at the awards show.

Medina Turgul DDB won two Gold Effies on behalf of Unilever Foods. These were Unilever's first Effies of any type in the market. The first Gold was for Knorr Cup-a-Soup, "Tastes like mum's soup, only faster" campaign, which was credited with the brand's 47% annual growth and a 160% sales increase in the first quarter of 2008 as the campaign broke.

The agency's first campaign for Unilever take home ice creams produced the second Gold. The campaign for Carte d'Or Patisseri successfully introduced ice cream desserts into the very traditional Ramadan season. The campaign saw same period year-on-year sales increase 118%. On air for only two weeks due to the product selling out in stores, the campaign was ranked first in foods by consumers and third ranked in total recall of all brands for that season.

The third Gold Effie was captured by DDB&Co for Finansbank's Cash Advance card. This innovative product idea grew the bank's share in the cards market by 27%.

Two additional Effies were awarded to Medina Turgul DDB in highly competitive categories. Creating fresh interest in the forgotten station wagon segment, the "Baba" campaign for VW's Passat Variant was awarded a Bronze for tripling monthly sales. And in the category of long-running campaigns Medina Turgul DDB was rewarded with a Bronze for Turkey's largest foods company, Ulker, and its Hanimeller biscuit brand.

DDB's first place in the 2009 Effies extended the DDB Group's lead in the total Effie winners table here:

- 1) 12 Effies: Medina Turgul DDB & DDB&Co
- 2) 8 Effies: Y&R
- 3) 8 Effies: Saatchi&Saatchi
- 4) 6 Effies: Alice BBDO
- 5) 5 Effies: Pars McCann Erickson

About Medina Turgul DDB Group: *Better Ideas, Better Results*

Ranked first in Effies, local creative awards and international competition, the Medina Turgul DDB Group brings an unrivalled track record of business success to its clients. Founded in 1993 Medina Turgul was partnered by DDB in its second year of operations and is an integral part of DDB Europe. With a staff of 150 the Group offers in-depth and integrated expert resources across multiple disciplines, including brand strategy, packaging, corporate identity, CRM, production services and through-the-line communication.

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,TM influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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