



Press Release

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**DDB Worldwide to Bring David Plouffe,
Marketing Expert behind President Obama's Campaign, to Cannes**

Plouffe to Speak on the Audacity of Successful Brands

New York, NY, March 3, 2009 - - David Plouffe, the campaign manager behind Barack Obama's historic presidential election, will join the advertising industry for the Cannes Lions International Advertising Festival in France this June.

Plouffe, scheduled to speak on June 25 at 10:45 am at the Palais in the Debussy auditorium, was the first person, other than family, President Obama credited in his acceptance speech in which he referred to Plouffe as "the unsung hero of this campaign, who built the...best political campaign, I think, in the history of the United States of America."

In making the announcement Chuck Brymer, President and CEO of DDB Worldwide, noted, "This was the election heard round the world. Plouffe's blend of digital and traditional media was spot on and the key driver behind the successful brand story and record campaign fundraising. This year there could be no better speaker and no better event for our multinational, creative celebration in Cannes. We look forward to having David with us in Cannes."

Bob Scarpelli, Chairman and Chief Creative Officer of DDB Worldwide, said: "Plouffe's smart campaign, characterized by bold, creative use of media and consistent, authentic messaging, arguably made President Obama the brand of the year and his political campaign the campaign of the year."

This fall, Viking Press will publish Plouffe's *The Audacity to Win: The Inside Story and Lessons of Barack Obama's Historic Victory*.



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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