



Press Release

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DDB Canada bolsters strategic leadership in Toronto

Tony Johnstone appointed SVP, Director of Strategic Planning

DDB Canada's Toronto office has significantly increased its muscle in strategic planning. Tony Johnstone, a 25-year veteran of the advertising industry, has joined the DDB team in Toronto as senior vice president, director of strategic planning.

In his new role, Johnstone is charged with leading the integrated planning practice at DDB Canada to provide clients with creative brand messaging across all mediums and channels, including digital and new media extensions.

"Tony is incredibly successful in coming up with ways of defining and creating compelling brand experiences," says David Leonard, president of DDB Canada, Toronto. "He has a fantastic record, having worked on many of the world's top brands in Canada and the UK."

"Joining an agency like DDB Canada is like being handed the keys to a very fast car -- it's a thrilling ride," says Johnstone. "With a talented crew and a roster of great clients the role of strategic planning at DDB is to drive insight that sparks great creative work. My job is about adding horsepower to enhance our agency's ability to make a client's brand messaging more convincing and distinctive than ever before."



Johnstone has split his distinguished career between Canada and the United Kingdom. Prior to joining DDB Canada, Johnstone managed the integrated planning practice at Grey Advertising in Toronto. He was also president of Aha! Creative Insights, a creative planning firm he established in 1993, and worked as an account planner at Leo Burnett in Toronto. Over 13 years in the UK, Johnstone worked with Publicis, Leo Burnett, Cogent and McCann Erickson.

His strategic planning experience includes work with a wide variety of brands such as Bell Canada, Pilsbury, Visa, Walt Disney, Labatt Breweries, Coca-Cola, Rolls Royce, Bass Ale, Virgin, Kellogg's, and Sainsbury.

About DDB Canada

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Known for advertising that generates significant results for clients, DDB Canada is a “total communications company” that believes creativity is the strongest business tool. DDB Canada has offices in Vancouver, Edmonton, Toronto and Montreal. The agency’s integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct), Radar DDB (social media marketing) and DDB Echology (corporate social responsibility).

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