



## Press Release

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### FOR IMMEDIATE RELEASE

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**Date** April 9, 2009

**Location** New Zealand

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### **AXIS AWARDS MEDAL HAUL PUTS DDB NEW ZEALAND AT THE TOP**

**Auckland, New Zealand, April 9, 2009** - DDB New Zealand successfully held back all other competing agencies to win the top medal tally with an impressive 27 awards at the 2009 New Zealand CAANZ Axis Awards.

The AXIS Awards, which recognize creative excellence in advertising, awarded DDB New Zealand four Gold medals for outstanding creative work on The Warehouse, SSL New Zealand, Halls Throaties and SKY TV (Fatso) campaigns.

“We’re absolutely thrilled with our creative work and these awards are just the icing on the cake for us. It’s well deserved recognition for a team who live, breathe and ooze creativity in everything they do,” says Sandy Moore, DDB New Zealand Group CEO.

DDB New Zealand also took home an impressive number of Silver and Bronze awards, with client winners including New Zealand Lotteries, The National Foundation for the Deaf, Volkswagen, Tasman Insulation Pink Batts, and Pascall Confectionery.

Tribal DDB picked up two Bronze awards in the Website Design and Art Direction and Best Overall Online / Interactive Campaign categories for work with SKY TV and Volkswagen.

DDB Direct Marketing agency, Rapp, also enjoyed a successful year at AXIS, picking up a Silver award in the Guerilla Advertising category and a Bronze in the Dimensional Mail category.

DDB New Zealand’s public relations and experiential agency, Mango, took home a Bronze award in the Axis of Innovation category for the Air New Zealand Cranial Billboard campaign.



“Overall DDB New Zealand had an outstanding night at Axis, and we look forward to another year of successful campaigns and ecstatic clients,” said Mr. Moore.

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**About DDB**

DDB Worldwide Communications Group Inc ([www.ddb.com](http://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,<sup>™</sup> influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

**About Omnicom Group Inc.**

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