



Press Release

DDB Canada launches Radar DDB: Powerful, new social media marketing catalyst reinvents agency model

Date 8/2/2007

Location Vancouver

FOR IMMEDIATE RELEASE

Revolutionizing the traditional agency model, DDB Canada is the first marketing communications agency in Canada to offer clients a unique social media catalyst called Radar DDB. Launching nationally from DDB Canada's Vancouver office, Radar DDB provides clients with new, non-invasive and immediate ways to build relevant relationships between consumers and brands using an interdisciplinary approach with Web 2.0 technology.

Radar DDB is a hybrid resource that reinvents the agency model by combining the skill sets of a news gathering organization, a Hollywood publicity agent, an advertising agency, a guerrilla event company and a digital programming expert.

"With the rise of Web 2.0 and the explosive use of social media, DDB Canada needed to find new, impactful and immediate ways to engage consumers and create meaningful relationships between them and our clients' brands," says Frank Palmer, Chairman and CEO of DDB Canada. "Representing a new way of speed-to-market thinking, a bold new model and interdisciplinary approach to marketing, Radar DDB utilizes social media as well as other mediums to generate "talk value" and a measurable return on investment for clients."

Acting like an "engine room" Radar DDB, ensures DDB Canada's clients' brands are in-market 24/7, targeting the best prospects and taking advantage of communications opportunities as they happen. Using traditional and Web 2.0 channels including social media, Radar DDB identifies highly targeted on- and off-line mediums to insert relevant brand messages, quickly engaging consumers and communities through discussion and consumer generated content.



Yvonne van Dinther has been appointed managing director of Radar DDB, and is spearheading the new operation. Previously, she was vice president of DDB Canada's Brand Integrity Group in Vancouver. Joining her is senior strategist Steve Wright, and a team of interdisciplinary marketers pulled from across and outside the agency.

"What DDB Canada is doing with Radar DDB is to reinvent our approach to marketing to better reflect the realities of how people are communicating today," says van Dinther.

"Communications agencies today have to invest resources and talent into Web 2.0 to remain relevant – social media and the new technology is revolutionizing how brands interact with consumers."

Palmer believes other agencies and their "old world" presidents are talking a lot about change, but not acting. "Breakthrough ideas and concepts like Radar DDB take courage and most current agency CEOs don't have it. Status quo is their march to change. The future in advertising belongs to the bold."

About DDB Canada: Better Ideas. Better Results

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Ranked the #1 creative agency in Canada by *Strategy* magazine for nine years in a row, and among the top 15 best agencies in the world in *The 2006 Gunn Report*, DDB Canada is recognized for award-winning advertising that generates significant results for clients. A "total communications company," DDB Canada believes creativity is the strongest business tool. With offices in Vancouver, Edmonton, Toronto and Montreal, DDB Canada was named one of the "Best Small and Medium Employers in Canada" in 2007 by the Queen's University School of Business. The agency's integrated resources include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct) and Radar DDB (social media marketing).

– 30 –

For further information or to schedule an interview, please contact:

Paige Calvert

DDB Canada

604-608-4421

paige.calvert@ddbcanada.com