

BBDO WORLDWIDE FACT SHEET

WHY CLIENTS HIRE US

We are driven by our obsessive focus on The Work, The Work, The Work. The Work is what we do every day to reinforce or change behavior – and lead to financial reward for our clients. The only work that matters to us is work that changes behavior.

WHO WE ARE

BBDO Worldwide is the world's most awarded advertising agency. The BBDO world is big, but more importantly, it's strong. With 287 offices in 79 countries we have a world class agency in every market that's meaningful. And yet, we act like a global boutique.

WHAT WE DO

Our mission is to create and deliver the world's most compelling commercial content across all mediums and screens.

OUR CORE COMPETENCIES INCLUDE:

ADVERTISING	STRATEGY & PLANNING
BRANDING	INTERACTIVE MARKETING
EMAIL MARKETING & ECRM	DIRECT MARKETING
MOBILE & SOCIAL MEDIA	DESIGN

KEY FACTS

- ▲ Founded in 1891
- ▲ Personnel Head Count: 16,000+
- ▲ Headquarters: New York City
- ▲ Website: www.bbdo.com
- ▲ Part of the Omnicom Group

WHO'S IN CHARGE

- ▲ Andrew Robertson, President and CEO, BBDO Worldwide
- ▲ David Lubars, Chairman and Chief Creative Officer, BBDO N. America
- ▲ Troy Ruhanen, Chairman and CEO, The Americas
- ▲ John Osborn, President and CEO, BBDO New York
- ▲ Simon Bond, Chief Marketing Officer, BBDO Worldwide

WORLDWIDE CLIENTS

The longevity of our relationships is built on trust, respect and the impact of what we accomplish together. We've been partners with Armstrong in the US for over 90 years. GE, since 1921. Procter & Gamble/Gillette and Pepsi for half a century. Campbell's even longer. BBDO currently works with some of the world's leading brands:

BAYER	BLACKBERRY (RIM)
CAMPBELL'S	DIAGEO
EMIRATES AIRLINES	FEDEX
FONTERRA	GE
GSK	HP
HYATT	JOHNSON & JOHNSON
MARS	MERCEDES-BENZ
MONSTER	PROCTER & GAMBLE
PEPSICO	SC JOHNSON

AWARDS

"THE WORK, THE WORK, THE WORK." IS WORKING.

- ▲ Cannes Lion
2011, 2010, 2009, 2008, 2007 – Network of the Year
- ▲ Effie Effectiveness Index
2011 – Most Effective Agency Network
- ▲ The Clios
2010, 2009, 2008 – Network of the Year
- ▲ The One Show
2010, 2009, 2008 – Network of the Year
- ▲ Caples & Echos Most Awarded Network
2010, 2009, 2008 – Direct/CRM Marketing
- ▲ The Big Won Most Awarded Network
2010, 2009, 2008 – All Disciplines
- ▲ The Gunn Report Most Awarded Network
2010, 2009, 2008 – Advertising