

OUR MANTRA

In 1989, our Courts Furnishing client said, "I just want to sell more carpet." This quote has stuck with us ever since. We help our clients strive financially through 'The Work. The Work. The Work.' Work built from behavioral observations and insights. Work that has ideas so big they can be defined as tweets. Work that is constantly measured and optimized and leads to financial rewards for our clients.

WHO WE ARE

BBDO is the world's most awarded agency. With 15,000 employees in 289 offices, across 81 countries it's the second largest global agency network, with its headquarters in New York.

WHAT WE DO

We create and tell stories for our clients. Both bite-size and feast size stories. Told and distributed across all channels 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
- ▲ **Chris Thomas**
Chairman and CEO, BBDO Asia, Middle East, & Africa
- ▲ **St. John Walshe**
EVP BBDO Worldwide, Managing Director, Europe
- ▲ **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:

AT&T	BAYER
BLACKBERRY (RIM)	CAMPBELL'S
DIAGEO	EXXONMOBIL
FEDEX	GE
HP	HYATT
JOHNSON & JOHNSON	MARS
MERCEDES-BENZ	PEPSICO
PROCTER & GAMBLE	STARBUCKS
SC JOHNSON	VISA

AWARDS

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

- ▲ **Cannes Lion**
Most Awarded Network – 5 years in a row
- ▲ **Effie Effectiveness Index**
Most Effective Agency Network - 2011
- ▲ **The Big Won**
Most Awarded Network – 6 years in a row
- ▲ **Echo Awards**
Most Awarded Network – 6 years in a row
- ▲ **The One Show**
Most Awarded Network – 3 years in a row
- ▲ **The Gunn Report**
Most Awarded Network – 7 years in a row
- ▲ **Caples Awards**
Most Awarded Network – 9 years in a row
- ▲ **The London International Awards**
Most Awarded Network – 2 years in a row