

Chinese whispers^o

DDB China Group

Tribal DDB named Global Agency of the Year by Advertising Age



Tribal team: (Standing from l.) Paul Gunning, Liz Ross and Stephan Beringer. (Seated) Matt Freeman.

Tribal DDB Worldwide becomes First Digital Shop to Win Global Agency Network of the Year.

"Tribal today has become a legitimate rival to the global networks, recognized by its clients as a brand partner with the new-media savvy many marketers crave," said *Advertising Age*.

Tribal DDB, part of DDB Worldwide, has a global network of 44 offices in 25 countries. Despite the increasingly large size of Tribal's global network, the company takes a collaborative and borderless approach to serving clients' business.

"I could not be more proud of my Tribal DDB colleagues all around the world. This is a true testament to the exceptional talents that populate our network—and to the exciting future of our company," says Worldwide Chief Executive Officer, Matt Freeman.

In Germany, for telecom giant Deutsche Telekom, Tribal DDB handles the entire account, including creative, media, direct and digital. In North America, just shortly after being named Nokia's digital agency of record for mobile-phone division, Tribal was chosen to develop their central idea for its 2008 ad platform over all its partners.

Tribal DDB is known for adding a touch of humour to its creative campaigns.

Tribal's www.shaveeverywhere.com campaign for a Philips Bodygroomer aimed at promoting shaving below the neck, was as entertaining as it was an instant global hit.

In China, Tribal's viral campaign for McDonald's in 2007 entitled Professor Super Saver (above) won "Top 10 Best Campaigns in Asia" and "Top 10 Best Interactive Campaigns in China" by Media and Digital Media respectively. Tribal DDB's other clients in China also include Lipton's, Philips, UTC and Yahoo. Click [here](#) to find out more about Tribal DDB in China.

Tribal DDB China is part of the DDB China Group and is, in association with its sister agencies DDB Guoan and Rapp Collins, helping to co-create "outsmart vs outspend solutions" that let our clients succeed in China's challenging market place.

Contact us to find out more.

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