

Chinese Whispers

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DDB^o China Group DDBLOG

Tribal DDB and RAPP in AdAge Top 10

Two of our DDB China Group agencies have made it to Advertising Age Magazine's A List for 2008. Tribal DDB and Rapp are singled out in the list which recognizes **"out-standing accomplishment, growth, business and buzz"**. As you may remember, last year Tribal DDB was also named **"AdAge Agency Network of the Year"**.

In China Tribal DDB and Rapp are relative newcomers. But they have already built traction and reputation in that short time, picking up a fleet of local and international awards for their campaigns. The success can be attributed to the hard work and passion of their respective Managing Directors: Jit Hoong Ng and David King.

We all face the same situation – How do we engage consumer to become brand loyalists and advocates? Consumers have gone from passive viewers to active and involved participants. Marketing and branding are now a dialogue. We have moved away from a view of the world defined by the doctrine of herd marketing – one-way, mass communication – and recognizing the increasing power of people communicating with each other and with companies. In this new era, successful brands will be built through brand communities, as our worldwide CEO Chuck Brymer expands on in his book **"The Nature of Marketing, Marketing to the Swarm as well as the Herd"**.

At DDB China Group we're increasingly breaking away from traditional agency structures to reflect the changes of our industry. We're focused on answering the client's need for further integration and consolidation – and providing creative business solutions which take the best our 3 agencies (DDB, Tribal DDB and Rapp) have to offer. What one of our founders Bill Bernbach said all those years ago still resonates very truly today: **"Creativity is the best tool a businessman can employ."**

Click here for the article:

http://adage.com/agencya-list08/article?article_id=133830

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DDB China Group includes DDB, Tribal DDB and Rapp. Find out more at www.ddbchina.com

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