

Press Release

Diversity in experience for better planning: Asit Gupta joins DDB China Group as Head of Planning

Date 2/17/2009

Location Shanghai

Asit Gupta has joined DDB China Group as Head of the Planning department in Shanghai. Asit will focus on further strengthening DDB China's planning capability with a focus on connection planning. He is also charged with exploring a specific planning consultancy offer around the needs of clients and prospects. Asit has worked in various client side marketing roles across Asia and Europe over the last 15 years. His most recent position was as Area Marketing Director for British American Tobacco (BAT) Greater China. He started his career with P&G.

Dick van Motman, President & CEO of DDB China Group: "Asit's addition to our team and his client side background reflects our drive to lead the way in offering holistic marketing solutions to our clients, anchored around the core DDB principle of creativity which delivers business results. His perspective will boost our already impressive planning team, and will help us better leverage our strong understanding of the Chinese consumer to provide our clients leading edge communication solutions as well as potentially strategic marketing advice/solutions. Our planning department is crucial to our future growth and ambition"

Asit Gupta, Head of Strategic Planning, DDB China Group: "I'm excited to be part of DDB China Group and the opportunities it presents. The agency has seen impressive growth in China and made a significant mark in a relatively short time. DDB globally is where planning as a discipline started. I find its heritage and reputation of big idea creativity, intellectual rigor and strong focus on business results i.e effectiveness quite appealing and unique. Given my passion for the strategic as well as creative side of marketing, a move to strategic planning within DDB is quite a good fit. "



About DDB China Group

DDB China Group consists of DDB, Tribal DDB, Rapp and DDB Guoan. Each of these units provides the best creative solutions in its specialty areas. They work as an integrated team or individually, depending on the client's needs. Tribal DDB is a digital marketing specialist, Rapp focuses on Direct Marketing, and DDB provides advertising solutions. DDB Guoan is based in Beijing. The agency has a deep knowledge of the local market and provides expert services more specifically tailored to the needs of local companies. DDB China Group's campaigns are idea-centric and are designed to meet each client's particular challenge in the China market. Clients in China include McDonald's, Volkswagen, Energizer, Virgin Atlantic, Philips, Lipton, to name just a few.

DDB China Group's Management Team consists of CEO and President Dick van Motman, who has over 25 years experience in advertising in Asia and Europe. Michael Dee, the Chief Creative Officer, has received many awards including "Most outstanding creative in Taiwan in 2006". Jesse Lin is Managing Director of DDB Shanghai. David King is Managing Director of Rapp and Jit Hoong Ng is Managing Director of Tribal DDB Shanghai. At DDB Guoan in Beijing, Edward Zhang is Vice President and David Lin is Executive Creative Director.

DDB's joint venture partner is CITIC Guoan.

For more information please visit www.ddbchina.com

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Omnicom Group Inc

Omnicom Group Inc (NYSE: OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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About DDB China Group 关于 DDB 中国

DDB 中国由 DDB、Tribal DDB 以及 RAPP 组成，在不同专长的领域里各司其职，提供最佳“有创意的解决方案”--更能因应客户的不同需求协同或独立工作。Tribal DDB是数字化的营销专家，RAPP专精于直效营销，而 DDB 则提供广告专业的解决方案。我们的推广策划以创意为中心，为满足客户在中国市场上的特定挑战而专门设计。我们在中国的客户包括麦当劳、大众、劲量、维珍航空、飞利浦、立顿等等不胜枚举。

DDB 中国的管理团队包括在亚洲、欧洲从事广告行业超过 25 年的首席执行官兼总裁 Dick van Motman、获得 2006 年台湾“最杰出创作”等多项荣誉的首席创作官 Michael Dee。Jesse Lin 担任 DDB 上海的总经理，David King 和 Jit Hoong Ng 分别为 Rapp 和上海 Tribal DDB 的总经理。Edward Zhang 和 David Lin 分别为位于北京的 DDB 国安的副总裁和首席创作总监。DDB 合作伙伴为中信国安公司

欲了解更多的关于 DDB 的情况请访问我们的网站www.ddbchina.com.

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Omnicom Group Inc

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