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Tribal DDB Tops Award Charts Around the Globe

A Fall Awards Round-Up

NEW YORK, November 13, 2006—This past week, Tribal DDB London became the first creative digital agency to win the competitive and prestigious **IPA Effectiveness Award**. In addition to achieving this milestone, they took home four awards: two Silvers and two Special Awards, Best Small Budget and Best Digital. These wins contributed to DDB London winning the coveted Effectiveness Agency of the Year award.

In Sydney, Tribal DDB, the *Adnews* and *B&T* interactive agency of the year for 2005, scooped up four awards at the US-based **W3 Awards 2006**. Tribal Sydney collected the Gold award for its work on www.nikeology.com (in the education category) and three Silvers for www.moove.com.au (teen category), www.dareshots.com.au (food and beverage) and www.tribalddb.com.au (self-promotion).

Also at the W3's, Tribal London received two awards, with a Gold for its work on People Profiler, www.peopleprofiler.co.uk, and a Silver for VW Polo Guardian Angels, <http://awards.digivault.co.uk/volkswagen/angels/eurobest/>. The W3's, sanctioned and judged by the International Academy of the Visual Arts, are an invitation-only body consisting of top-tier professionals from acclaimed media, interactive, advertising and marketing firms. The awards were created to recognize and honor outstanding websites, web advertising and web marketing around the world.

The New York Festivals scored Tribal DDB Hamburg a Grand Award for their "Short, but Fun" campaign for the Volkswagen Fox, and Tribal DDB New York won two Gold World Medals for their Philips work on www.shaveeverywhere.com. Both campaigns have enjoyed a successful year, winning Gold Lions at this year's Cannes Festival and numerous other industry accolades and awards.

At this year's **LIAA** (London International Advertising Awards), Tribal DDB offices from Germany, Australia, the US and the UK have been short-listed for nine awards for clients ranging from Johnson & Johnson and the Guardian to Volkswagen and Nike. To top it off, this Monday, the LIAA has awarded two Tribal campaigns with statues: Tribal London's work for the Guardian, <http://www.liaawards.com/2006/winners/website/14.shtml>, and Tribal New York's work for Philips, <http://www.liaawards.com/2006/winners/website/16.shtml>.

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ABOUT TRIBAL DDB

Tribal DDB Worldwide (www.tribalddb.com), *Adweek's* Interactive Agency of the Year for 2005, is a full-service interactive agency that consistently ranks as one of the largest and most award-winning networks in the world. Headquartered in New York, Tribal DDB Worldwide includes 33 offices spanning 21 countries throughout the Americas, Europe and Asia Pacific region. During the 52nd Cannes Festival in 2005 Tribal DDB took home the most Lions, the Cyber Grand Prix, and was named Interactive Agency of the Year. Tribal DDB Worldwide is part of Omnicom Group's (NYSE: OMC) DDB Worldwide.

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