



## Press Release

**FOR IMMEDIATE RELEASE**

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### **You're so busted!! DDB Canada battles PDA misconduct with "colourful" penalty card system**

***Rules to change disruptive "crackberry" boardroom behavior***

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**Date** February 12, 2008

**Location** Vancouver

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In response to the "personal digital assistants (PDAs) pandemic" that is disrupting boardrooms across Canada, Frank Palmer, chairman and CEO of DDB Canada, has issued a new company-wide policy that creatively discourages staff from using their PDAs and other mobile devices, like BlackBerries and cellular phones, during both client and internal meetings.

Inspired by the penalty system used in soccer games, DDB Canada staff will be issued yellow or red cards for PDA misconduct that ultimately may lighten their pocketbooks.

"Over the past year, I've become increasingly aware of and annoyed by staff who use their BlackBerries during meetings," says Palmer. "Whether it's done openly or covertly under the table, using a PDA during a meeting is completely unacceptable, disrespectful and hinders the progress of the meeting. While these devices are considered time-savers, they're also extremely intrusive."

DDB Canada employees caught using a PDA during a meeting will be shown a yellow warning card, by a fellow staff member attending the same meeting. A second yellow card offence will automatically result in the issuing of a red penalty card. In this instance, the offending staff member will be responsible for paying their PDA invoice for that particular month.



Palmer adds, “while most staff are attentive and courteous during meetings, there are a few that continue to use their PDAs when they shouldn’t. This could turn out to be an expensive, yet worthwhile etiquette lesson for those who continue to use their BlackBerry in the boardroom.”

Misuse of PDAs is a widespread problem across Canada. DDB Canada’s new PDA misconduct policy is a new take on measures that other organizations are using to promote proper BlackBerry etiquette in the workplace. Recently, Canada’s Department of Citizenship and Immigration banned employees from using their BlackBerries between 7 p.m. and 7 a.m. in an attempt to reduce work stress.

**About DDB Canada**

DDB Canada ([www.ddbcanada.com](http://www.ddbcanada.com)) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Known for advertising that generates significant results for clients, DDB Canada is *Strategy* magazine’s 2007 Agency of the Year, and was named one of the “Best Small and Medium Employers in Canada” in 2007 by the Queen’s University School of Business. A “total communications company,” DDB believes creativity is the strongest business tool. DDB Canada has offices in Victoria, Vancouver, Edmonton, Toronto and Montreal. The agency’s integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct) and Radar DDB (social media marketing).

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