



Press Release

DDB Worldwide wins global shootout for Tourism Australia

Date 7/8/2008

Location New York

New York, July 8, 2008 – DDB Worldwide has been selected as Tourism Australia’s global creative advertising agency.

Rick Allert AO, Chairman, Tourism Australia, noted: “In appointing DDB Worldwide we have chosen an agency partner that not only provides the requisite international network and infrastructure credentials, but is also, most importantly, at the top of the creative game globally.”

DDB Worldwide CEO Chuck Brymer said, “This pitch was a huge team effort, reinforcing the depth and breadth of this network’s talent and commitment on behalf of clients.”

Tourism Australia’s focus in the coming months will be on maximizing the global marketing and promotional opportunities presented by the Baz Luhrmann movie *Australia*, due for release in November 2008.

Geoff Buckley, Managing Director, Tourism Australia, added: “DDB Worldwide will be assisting Tourism Australia in maximizing promotional opportunities around the movie, which offers huge potential to put Australia in the spotlight globally and ignite the Australia brand to motivate people who see the movie to then see the country.”

DDB’s effort included work and pitches from, among others, DDB Los Angeles, DDB London, DDB Shanghai, DDB Singapore, DDB Sydney, and DDB Tokyo.



Nick Bishop, President of DDB Los Angeles, is an Australian who has been unofficially promoting Australia to foreigners for the 20 years he has lived abroad. “To be a part of the official tourism push for my home country is a delight,” Bishop said. “DDB Los Angeles is thrilled to have assisted in this hugely important and prestigious win for DDB Sydney and the DDB network. We look forward to collaborating with all the offices and our newest client to help promote Australia. So let’s get going.”

-ENDS-

About DDB

DDB Australia is part of DDB Worldwide, an Omnicom company, DDB has been voted Australia’s most creative agency twice and has won more AFA Effectiveness Awards for more clients than any other agency. DDB Australia has offices in Sydney and Melbourne. DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and *The Gunn Report*, among others. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,[™] influence social communities ,and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com).

About Omnicom

Omnicom Group Inc. is a leading global advertising, marketing and corporate communications company. Omnicom’s branded networks and numerous specialty firms provide advertising, strategic media planning and buying, 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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