



Press Release

DDB names new ECD in Taiwan

Date 18 December 2007

Location Taipei

DDB in Taiwan has announced that Coco Chen, Executive Creative Director, has resigned and will be leaving the agency at the end of December. She will be replaced by Sean Liang who will be joining the team on 12 February 2008.

Roy Soetanto, Managing Director of DDB in Taipei said, "Coco has been instrumental in spearheading our creative team for the past three years. Working with her has been a rewarding experience -- we wish Coco well for the future and thank her for the contribution she has made to DDB."

"With Coco's departure imminent, we had been looking at suitable candidates to take on the role and we are really pleased to have Sean joining us. The communications industry is evolving in Taiwan and is becoming more significant on the world stage. With Sean spearheading the creative coming out of Taipei, we will continue to build on delivering creative communications solutions for our global and local clients."

Dick van Motman, CEO of DDB China & Taiwan said, "Roy's appointment in July, and now Sean joining us in February, reflects the commitment and investment DDB is making in Taiwan. The two of them are ideally suited to drive DDB's 'creative solutions' approach -- an approach highly relevant to the rapidly changing Taiwan market where brand influence is increasingly driven by solutions beyond advertising."

Bob Scarpelli, Chairman, Chief Creative Officer, DDB Worldwide added: "I'm very excited to have Sean join DDB in Taiwan. He will be another passionate, talented creative leader in the Asia Pacific region. I'm happy to know that he shares our belief that Creativity is the Most Powerful Force in Business. His work has earned the results to prove it."

Sean Liang is considered one of Taiwan's most creative talents, and has had work recognized at Cannes; Clio, New York Festival; Media Awards; Taiwan 4As; as well as the LongXi and China Times Advertising Awards. He is no stranger to managing a disciplined approach to brand building having worked on Nike, Microsoft, Intel, Pizza Hut, ABN AMRO Bank, Volvo, Mercedes Benz, DHL and Philips amongst others, and he has a broad knowledge base having worked for numerous industries including: FMCG, technology, automobiles, finance and beverages. He has worked with several agencies including Lintas (Lowe), JWT, Euro RSCG and Ogilvy & Mather.



In addition, Cindy Shen will also be joining DDB Taipei as Senior Creative Director. Cindy returns to the DDB network following a sabbatical in early 2005. Cindy brings with her 15 years of advertising experience and has worked with various reputable agencies in Taiwan, including JWT, Saatchi & Saatchi, D'Arcy, O&M and Leo Burnett.

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About DDB: DDB Worldwide Communications Group Inc (www.ddb.com) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to Creativity magazine 2006. With more than 200 offices in over 90 countries, DDB provides creative business solutions guided by its proprietary philosophy and process of Co-Creativity. Home to the world's largest multidisciplinary Creative Co-Op, DDB and its marketing partners build and deliver unique, enduring, and powerful brand experiences for competitive advantage.

DDB Worldwide is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, 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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