



Press Kit

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Chairman, Chief Creative Officer
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President and CEO
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DDB Matrix

DDB Matrix is an international consultancy that helps clients measure and improve the results of their marketing communications through the use of econometrics, mathematical modeling and other sophisticated forms of statistical analysis. Matrix's econometric models isolate and evaluate all elements affecting business and sales, from advertising to in-store promotion to the weather.

The dynamics of every client's business are different, and it usually takes considerable analysis of past results (such as sales, orders, transactions, Web site visits, etc.) and results drivers (including advertising, pricing, distribution, weather, etc.) to identify the exact relationships. There is no magic formula that will answer every client question, but DDB Matrix offers clients the most rigorous, validated and actionable state-of-the-art methodologies in the field.

DDB Matrix is consistent with our vision of offering clients marketing solutions with results that are measurable and demonstrate accountability. It allows us to calculate and predict ROI and optimize all marketing efforts by assessing all marketing variables, including pricing issues, distribution issues, and the general economy.

The Financial Times noted, "In econometrics it is always payback time. If advertising has anything close to science, this is it. It is where clients go to know whether campaigns have increased sales and grown the value of their brands---not how many trophies they picked up at creative jamborees in the south of France. Ad agency DDB and its specialist unit, DDB Matrix, has been operating at the top of its game recently..."

For us, it's not a question of science versus award-winning creativity. We do believe in awards because at the end of the day there is no substitute for great creativity. DDB Matrix is simply another part of the equation, a valuable one in that it's an aid to judgment because it proves results and demonstrates accountability.

Until 2004, DDB Matrix operated out of just two hubs in the UK and U.S. Under the respective leadership of Les Binet and Doug Hughes, Matrix has presented many clients with clear, reliable evidence of the precise effects of advertising, promotion and direct response efforts



along with detailed recommendations on how to get the most for their marketing spending. In particular, Matrix is comprised of experts in advertising evaluation. In 2004, DDB added Matrix hubs in Canada (Toronto) and in Paris, as a joint venture between DDB Matrix London and DDB's Brand and Business consulting.



Brand Capital

Key to DDB's success has been our research tool, Brand Capital, a worldwide brand perception and consumer life style project designed to help clients position and market their brands globally. We have invested in the Brand Capital Study to create the best brand equity study in the industry. Brand Capital doesn't just evaluate brands. Combining brand perceptions with target consumer profiles, Brand Capital provides direction. It is directive, prescriptive and powerful.

In 2007, Brand Capital on Demand was introduced. The on-demand approach continues to provide the same valuable life style information as before, what has changed is how Brand Capital research is conducted. Previously, Brand Capital was conducted on a bi-annual basis in a number of pre-determined countries. Taking a consumer pulse every two years is no longer sufficient in a world which moves ever faster.

In order to reach maximum value, Brand Capital on Demand seeks to increase its speed and the understanding of the consumer as well as broaden geographic and brand reach. To achieve this, Brand Capital has moved from a bi-annual, off-the-shelf study to an on-demand, customized study as requested by clients, prospects, offices or regions.