

For Immediate Release

TBWA\ and Brandtology Partner to Deliver Digital Strategic Offering in Asia Pacific

Proprietary Planning Methodology Provides Clients Holistic Digital Model

ASIA PACIFIC, August 11, 2009 - TBWA\ Asia Pacific and Brandtology today announced a partnership to develop a proprietary planning methodology to understand online behavior and drive brand strategies. Incorporating social media measurement capabilities, this partnership enables a holistic digital strategic offering.

The partnership brings together TBWA\'s proprietary strategic planning methodologies of Disruption and Media Arts powered with Brandtology\'s timely online intelligence services. This unique combination will bring deep understanding of audience insights to help clients develop brand strategies and measure effectiveness. This would also allow brands to create planned, anticipated or reactive strategies across owned, bought, earned or created channels, both online and offline.

Said Alain Rhone, Chief Operating Officer, TBWA\ Asia Pacific. "This partnership demonstrates our commitment to digital as part of our core strategic offering in the region. Our deep understanding of brands combined with digital expertise allows us to offer this value to our clients. Offline and online media don't work in isolation, and we believe in helping brands navigate their way through this new digital landscape as part of their total brand behaviour."

"The Brandtology system has strong online analytical and tracking capabilities. Partnering with TBWA provides an end-to-end digital solution, from strategy development to execution and tracking for clients," added Eddie Chau, Founder and CEO of Brandtology.

The TBWA\ and Brandtology proprietary methodology is being developed by TBWA\ Hong Kong and Brandtology's China and Singapore Research Centres. This initiative will start in China, Hong Kong, Malaysia and Singapore, and will be expanded to cover other Asia Pacific countries over the next few months.

The partnership also includes joint client solutions for digital conversation research, auditing, ongoing monitoring, analytics and co-marketing activities.

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About TBWA

TBWA Worldwide (www.tbwa.com) creates disruptive ideas for global clients, including adidas, Apple, Beiersdorf, Henkel, Infiniti, Masterfoods, McDonald's, Michelin, Nissan, Pernod Ricard, Samsonite, Singapore Airlines, Standard Chartered Bank and Sony PlayStation. TBWA was named *Adweek's* 2006 "Global Agency of the Year" and is one of the fastest growing top-ten global agency networks. TBWA has 258 offices in 75 countries, and approximately 9,700 employees worldwide.

TBWA Worldwide is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com). Omnicom 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.

About Brandtology

Brandtology provides business and brand online intelligence services round the clock from its 24x7 Command Centers. Manned by trained specialists, Brandtology enables organizations around the globe to make timely and informed strategic decisions. Brandtology's Digital Conversation Management System (DCMS) is powered by an intelligent opinion mining and ticket-processing system which aids organizations in listening to online digital conversations generated from blogs, forums, micro-blogs, news sites and other social medium in many different languages including English, Chinese, Japanese and Korean. Brandtology serves a multitude of industries and public sectors in functions where online intelligence matters. Brandtology's proprietary technologies, coupled with proven processes and trained specialists, enable clients to improve their brand equity, to increase revenue and to gain competitive edge. For more information, please visit www.brandtology.com

brandtology

Business and Brand Online Intelligence



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