



**FOR IMMEDIATE RELEASE**

**TBWA WORLDWIDE NAMED IN ADVERTISING AGE'S  
BEST AGENCIES OF THE DECADE**

*Only Global Network Considered in Top Three*

NEW YORK (December 15, 2009) – *Advertising Age* today unveiled their Top 10 Best Agencies of the Decade, placing TBWA Worldwide third, as the only truly global network to be considered in the Top 3.

*Advertising Age's* piece noted that, "Under the leadership of Jean-Marie Dru, CEO Tom Carroll and creative icon Lee Clow, TBWA grew into a thriving global player this decade, combining the creative chops of a lean micro-network with a much bigger footprint."

Tom Carroll, President and CEO of TBWA\Worldwide, said "Over the last 10 years, we have been delivering both Disruptive and Media Arts ideas in a truly global and inclusive culture. Our objective has always been to be considered as one of the top creative companies, not just among the advertising industry, but amongst the most innovative and creative companies in the world. We want to bring out the best in our clients and their brands. Fortunately for us they want and expect TBWA to create work that gets us this kind of recognition."

In addition, two TBWA commercials were included in *Advertising Age* and *Creativity's* Best TV Spots of the Decade: Skittles "Touch" and Apple iPod's "Hip Hop".

More information on *Advertising Age's* Best of the Decade can be found at [www.adage.com](http://www.adage.com).

**About TBWA\Worldwide**

TBWA Worldwide ([www.tbwa.com](http://www.tbwa.com)) creates Disruptive ideas for global clients, including ABSOLUT, adidas, Apple, Beiersdorf, GSK, Henkel, Infiniti, Mars, McDonald's, Michelin, Nissan, Pernod Ricard, Pioneer, Samsonite, Standard Chartered Bank, Singapore Airlines, Sony PlayStation and Visa. TBWA is one of the fastest-growing networks in the Top-Five worldwide advertising agencies, and was named 2008 Global Agency of the Year by *Advertising Age* and *Adweek*, magazines. *Fast Company*

Magazine placed TBWA 24th on its 2009 list of “The World’s 50 Most Innovative Companies.” TBWA has 267 offices in 77 countries, and approximately 12,000 employees worldwide.

TBWA is part of Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), a leading global 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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