

FOR IMMEDIATE RELEASE

## STEFAN SCHMIDT NAMED CREATIVE AT LARGE EUROPE

Paris (06.01.2010) TBWA\Europe today announced the appointment of Stefan Schmidt to the new post of Creative at Large — Europe. Stefan will fulfill this new role in addition to his current position. He will remain based at TBWA\ in Berlin. Schmidt's appointment is the second Creative at Large position for the TBWA network, John Merrifield was named as Creative at Large — Asia Pacific in 2006. In his role as Creative at Large, Schmidt will be responsible for working with the network's global clients across the region as well as work on regional new business efforts.

"Stefan has always had a sharp mind and his skills have developed in such a way that we can utilize them to support our business with global clients across Europe," said Perry Valkenburg, President Europe and COO International at TBWA. "This promotion does not create a new hierarchy within our organization. It's simply that over the past few years Stefan has shown to be a great creative leader."

John Hunt, Worldwide Creative Director, TBWA Worldwide said, "Stefan is a rare breed of Creative. He understands the essence of an idea. This makes him fluent in any media type. He's the forward thinking Creative that represents the future of our business."

Schmidt started his career as a copywriter at the German branches of international networks. He joined Springer & Jacoby in 1994 and was a founding partner of S&J International, helping to start its London office. But he found a home at TBWA, where he has been involved in the development of campaigns for brands like Absolut, Pedigree, Whiskas, Tassimo and adidas – the last of which made it into TBWA's Hall of Fame.

Schmidt excels at spotting and motivating talent, as well as steering international multidisciplinary teams and inspiring them to create groundbreaking examples of brand behaviour. Determined to push clients towards imaginative solutions, he specializes in coming up with unexpected ideas that deliver stunning results on even the most limited budgets.

Perry Valkenburg added, "To Stefan, the success of clients is far more important than creative awards. And as TBWA is working for some of the most successful brands of the world, clients' success is what drives us."

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, Samsonite, Standard Chartered Bank, Singapore Airlines, Sony PlayStation and Visa. TBWA is one of the fastest-growing networks in the Top-Ten 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 11,000 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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