

For immediate release

TBWA wins international Football World Cup task from McDonald's

Berlin (March 26, 2010) TBWA Berlin has won a pitch for a European McDonald's task. The Berlin agency of TBWA has been selected by McDonald's Europe to leverage the brand's sponsorship of this year's FIFA Soccer World Cup. This is the first time McDonald's has awarded a TBWA office in Germany a task, although the fast food giant uses the agency network's services in 22 countries.

TBWA's Creative at Large Europe, Stefan Schmidt comments: "Getting the opportunity to work for this brand is fantastic. McDonald's is popular locally while being unique globally. So it's appropriate that a multinational team working in Berlin, has been awarded this European assignment."

This McDonald's assignment is a continuation of TBWA Berlin's successful run of new business wins over the past few months. In late 2009 Kraft Foods awarded the global business for its brand Tassimo to the TBWA office in the German capital. And in early 2010 Germany's largest publishing house, Axel Springer AG, appointed TBWA Berlin to its roster.

Both account wins – Tassimo and McDonald's – demonstrate the strong international offering of the Berlin-based agency, which has a multinational team and a creative approach unique in Germany. From Berlin, TBWA also handles international accounts like Pedigree and Whiskas for Mars, Absolut Vodka and adidas.

TBWA has been named global agency of the year by several industry journals. Advertising Age ranks TBWA as the best international network of the decade, while the business publication Fast Company lists the agency as the only global communication network among the Top 50 most innovative companies in the world. Most recently Fast Company named TBWA an "Innovation All-Star".

About TBWA

TBWA Worldwide (www.tbwa.com) creates Disruptive ideas expressed through Media Arts 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 ranked as a the Top-Ten worldwide advertising agency, and was recognized by Advertising Age in 2010 as the "Best International Network of the Decade." Fast Company Magazine placed TBWA 24th on its 2009 list of "The World's 50 Most Innovative Companies" and as an Innovation All-Star in 2010. TBWA has 267 offices in 77 countries, and approximately 11,000 employees worldwide.

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