

DDB WORLDWIDE

This is the latest in a long line of accolades for the network, which, even in this most challenging of years, has enjoyed success around the globe

In a year when the collapse of some of the world's biggest companies hit ad networks hard, it was pleasing to see that there were still some global networks that were able to continue to push the creative boundaries. And of these, it was the progress made by DDB Worldwide that really caught the eye.

Just take a look at the major awards ceremonies from around the globe if you need proof of its success. Under the guidance of its chief executive, Chuck Brymer (bottom, centre), and chief creative officer, Bob Scarpelli (bottom, left), the network won 52 Lions at Cannes, including the Film Grand Prix and Agency of the Year award, and also performed well at Spikes, Asia's main creative advertising awards show.

These performances helped DDB climb a place in *The Gunn Report*, making it the world's second-most-awarded network, with DDB London named the most-awarded individual agency in the world this year.

It wasn't just one agency that was helping the network sweep up all the awards, though. Work was strong across the board, from DDB Istanbul, which was the third-most-awarded agency at Cannes, to DDB Chicago, which continued the success it has enjoyed on the McDonald's account with its eye-catching "no fry left behind" TV spot.

The agencies that experienced the most notable success this year across the network, though, were Tribal DDB Amsterdam and DDB Brasil. Tribal Amsterdam hit the headlines thanks to its "carousel" work, which promoted the Philips Cinema 21:9 TV. The campaign consisted of a short film, a Hollywood-style single-take journey through a freeze-framed cops-and-robbers shoot-out. It won the Film Grand Prix at Cannes, only the second online film ever to do so, and received 650,000 views on YouTube and more than 500,000 site visits in the first month alone.

As for DDB Brasil, the agency enjoyed a massively successful year on the awards front, being named the Cannes Lions Agency of the Year thanks to a haul that included two golds, four silvers and three bronzes for work on brands such as Terra Travel and FedEx.

Along with strengthening its reputation as a network capable of producing excellent work, DDB also managed to win some major new business this year. In March, Reebok consolidated its entire global creative into the network and, one month later, Bridgestone appointed it to handle a major global brand campaign. Other global wins included Unilever's Flora and Skype, which was won by Rapp Worldwide, part of the DDB group.

On a regional level, major appointments included Kyocera, the global business operations company, in Latin America, and Telia, Scandinavia's largest telecoms company, which was won by DDB Stockholm.

Relationships also grew with existing clients, with Budweiser handing the network its entire global business and DDB China getting its hands on the advertising account for Volkswagen, a client that the network has held a long and successful relationship with.

Not content with just welcoming new business to the network, DDB Worldwide also made some fairly substantial personnel appointments. In February, it hired BBDO's Eric Silver (second from top, right) as chief creative officer at DDB New York and, in August, signed Bartle Bogle Hegarty's head of international planning, Sarah Watson, to lead planning at DDB UK. Silver in particular came with a hugely impressive resumé; his "stick" campaign for FedEx in 2006 won an Emmy for "outstanding commercial".

These appointments were complemented by the unveiling of new offices around the world, helping to launch the DDB name in Ghana, Bolivia and Namibia. New offices were also opened in Canada and Miami, while DDB Health established additional hubs in Italy and Asia.

Thanks in particular to strong creative work and key local appointments, DDB Worldwide has experienced an impressive rate of growth when you consider the economic pressure that networks have had to face this year. It has not simply had to rely on the US or the UK for its success, though, and has achieved a strong offering across the globe.

Euro RSCG

Euro RSCG might not have experienced awards success on the same scale that DDB enjoyed this year, but its new-business triumphs, in particular, gave it a strong case for the Network of the Year accolade.

DDB WORLDWIDE'S HIGHLIGHTS

February Eric Silver, the executive creative director at BBDO New York, is appointed as the chief creative officer of DDB New York.

March Reebok appoints the network to handle its consolidated global advertising business.

June A strong showing at Cannes sees DDB Brasil named Agency of the Year, with Tribal DDB Amsterdam picking up the Film Grand Prix for its "carousel" spot for Philips.

August DDB London appoints Sarah Watson, the head of international planning at Bartle Bogle Hegarty, as its head of planning. Wins the consolidated global advertising business for Budweiser.

October Rapp Worldwide, part of the DDB group, picks up the Skype global customer relationship marketing account.

November Unilever appoints DDB to handle the global advertising for its Flora and Beceel brands. DDB London named the world's most-awarded agency in 2009 *Gunn Report*.

The network won two of the largest global creative pitches of 2009 in Dulux and Credit Suisse, and also succeeded in the biggest global digital review, winning IBM from Digitas.

There was a steady flow of notable new-business wins in local markets too. In the US, Heineken appointed Euro RSCG New York to handle the advertising for its Heineken and Heineken Premium Light brands. In France, Euro RSCG C&O picked up the global digital business for EDF Energy, and Euro RSCG China won the advertising business for China Telecom, one of the largest telecoms companies in the region, following a six-way pitch.

While Euro RSCG enjoyed a successful 2009 in terms of new business, it didn't take its eye off the creative product this year.

Two campaigns in particular stood out. First, the "rollerbabies" spot created for Evian, which featured babies demonstrating their roller-skating and breakdancing skills. Initially released as a viral, the ad very quickly gained momentum, accumulating a staggering 45 million collective views, a figure that got the spot included in the *Guinness World Records* as the most-viewed online ad ever.

The other campaign that earned plaudits this year came for the little-known beer brand Dos Equis. Created by Euro RSCG New York, the agency introduced "the most interesting man in the world", an eccentric and charismatic character who shared the Dos Equis point of view that life should be lived interestingly. The campaign picked up a Titanium/Integrated Lion at Cannes and saw almost three million people visit the specially created website during the 18-week period in which it ran.

The network also made a number of key hirings to ensure that its creative product would keep evolving. These included Fernanda Romano, who was brought in from JWT as the network's global creative director for digital and experiential. The creative department at Euro RSCG's London office was also given a much-needed boost with the appointment of Bartle Bogle Hegarty's Mick Mahoney as executive creative director.

For Euro RSCG, it wasn't all about account and award wins, though. The network used the Cannes festival to highlight its commitment to social responsibility, with David Jones, the global chief executive, launching the "Tck Tck Tck" campaign, alongside Kofi Annan and Bob Geldof. The high-profile initiative urged people to help combat the issues surrounding climate change by applying pressure to world leaders.

The campaign highlighted Euro RSCG's growing reputation as an ad network to be reckoned with.

Recent winners: BBDO (2008); BBDO (2007); Euro RSCG (2006); BBDO (2005); Bartle Bogle Hegarty (2004)

