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Company Profile

Location information last updated August 2007

DDB New York

437 Madison Avenue

Fifth Floor

New York, NY 10022-7001

Main #: (212) 415-2000

Fax #: (212) 415-3414

Website: www.ddb.com

Company Notes

DDB is an acronym for Doyle Dane Berbach. Adweek's Global Agency of the Year (2003 & 2004).

Company Statistics

Revenues (M) 267.0

Employees 298

Fiscal Close December

Founded 1949

Parent Company Omnicom Group Inc. / NY

Awards

Year	Month	Award	Rank	Specific	Company	Brand
2006	June	Effie	Gold	household supplies & services award	General Motors Corporation - Research & Development	
2006	June	Addy	Silver	National TV, Automotive	Subaru of America, Inc.	
2006	June	Addy	Silver	Local TV	New York State Lottery	
2006	June	Addy	Gold	Local TV Campaign	New York State Lottery	

2006 June	Addy Adweek Global	Gold	Local TV	New York State Lottery
2005 January	Agency of the Year	Featured	listed	
2004	Adweek	B	Agency Report Card	
2004 August	Clio Awards	Bronze	film-spot	The Hershey Company
2004 June	Creativity Magazine Adweek Top 100 National Agencies	Featured	"Floating Cotton" commercial listed	Cotton, Incorporated

Clients (known)

Company	Brand	Service	Status	From	To
Activision, Inc.	Activision, Inc.	creative	Current	2007	present
American Stock Exchange, Inc.	American Stock Exchange, Inc.	AOR - television & print	Past	2001	unknown
AMR Corporation	AMR Corporation	advertising			
Amtrak	Amtrak		Past	unknown	unknown
Amtrak	Amtrak		Past		
Amtrak	Amtrak		Past		
Anheuser-Busch Companies, Inc.	AmberBock	creative	Current as of	2005	present
Anheuser-Busch Companies, Inc.	Bud Light	AOR	Current	2002	present
Anheuser-Busch Companies, Inc.	BudTV		Current	2006	present
Aveda Corporation	Aveda Body Care		Past		
Aveda Corporation	Aveda Body Care		Past	unknown	unknown
Bank of New York Company, Inc.	Bank of New York Company, Inc.	direct marketing	Current	1997	present
Best Buy Co., Inc.	BestBuy.com	advertising	Current	2000	present
CIGNA HealthCare	CIGNA HealthCare & Employee Benefits	AOR	Current	1982	present
Cotton, Incorporated	Cotton, Inc.	AOR	Current	2003	present
Electrolux Home Care Products North America	Electrolux Home Products North America	creative, media	Current	2006	present
Electrolux Home Products North America	Electrolux Home Products North America	AOR - creative & media	Current	2006	present
Electrolux Home Products North America	Frigidaire Home Products	AOR - creative & media	Current	2006	present
Electrolux Home Products North America	Electrolux Icon	AOR - creative & media	Current	2006	present

Exxon Mobil Corporation		marketing services	Current	2000	
Exxon Mobil Corporation		AOR	Current	1964	present
Exxon Mobil Corporation		AOR	Current	1964	present
Georgia-Pacific Corporation	Sparkle	advertising	Current	2007	present
Georgia-Pacific Corporation	Angel Soft	AOR	Current	1992	present
Georgia-Pacific Corporation	Dixie	creative	Current	2003	present
Georgia-Pacific Corporation	Brawny	advertising	Current	2007	present
Georgia-Pacific Corporation	Quilted Northern Bathroom Tissue	AOR	Current	1992	present
Gibson Guitar Corporation	Gibson Guitar Corporation	creative	Current	2006	present
Hasbro Corporation	Hasbro Corporation		Current as of	2005	present
ING Americas	ING Americas	creative	Past	unknown	2004
iVillage, Inc.	iVillage, Inc.	media			
Johnson & Johnson	Shower to Shower	AOR	Current	1986	present
Johnson & Johnson	Clean & Clear	AOR	Current	1986	present
Merck & Company, Inc.	Merck & Company, Inc.		Current as of	2005	present
Merck & Company, Inc.	Emend	AOR	Current	1998	present
Merck & Company, Inc.	Merck Vaccine Division	AOR	Current	1998	present
Merck & Company, Inc.	Singular	AOR	Current	1998	present
Merck & Company, Inc.	Vytorin	AOR	Current	1998	present
Merck & Company, Inc.	Zetia	AOR	Current	1998	present
Merck & Company, Inc.	Vioxx		Current as of	2005	present
Merck & Company, Inc.	Vioxx		Current as of	2005	present
New York State Lottery	Mega Millions	AOR	Past	2001	present
New York State Lottery	Lotto	AOR, creative	Current	2001	present
Novartis Pharmaceuticals Corporation	Enablex	AOR	Current	2004	present
Novartis Pharmaceuticals Corporation	Ritalin	AOR	Current	2004	present
Novartis Pharmaceuticals Corporation	Trileptal	AOR	Current	2001	present

Novartis Pharmaceuticals Corporation	Elidel	AOR	Current	2004	present
Novartis Pharmaceuticals Corporation	Comtan	AOR	Current	2004	present
Novartis Pharmaceuticals Corporation	Exelon	AOR	Current	2004	present
PepsiCo, Inc.	Diet Pepsi	AOR,creative	Current as of	2005	present
PepsiCo, Inc.		AOR	Current	2004	present
Philips Electronics North America Corporation	Philips Electronics North America Corporation	AOR	Current	2001	present
Philips Electronics North America Corporation	Philips Consumer Electronics North America	AOR	Current as of	2001	present
Schering-Plough Corporation	Vytorin	TV	Current	2004	present
Schering-Plough Corporation	Schering-Plough Corporation		Unconfirmed		
Subaru of America, Inc.	Subaru of America, Inc.	AOR	Current	2004	present
The Colombian Coffee Federation	The Colombian Coffee Federation		Current	1950	present
The Dial Corporation	Tone		Unconfirmed		
The Dial Corporation			Unconfirmed		
The Dial Corporation			Unconfirmed		
The Hershey Company	Kit Kat	AOR	Current	1978	present
The Hershey Company	PayDay	AOR	Current	1978	present
The Hershey Company	Swoops	creative	Current	2003	present
The Hershey Company	York Peppermint Patties	AOR	Current	1978	present
The Hershey Company	Hershey's Kisses	AOR	Current	1978	present
The Hershey Company	Twizzlers	AOR	Current	1978	unknown
The Hershey Company	Reese's Pieces	AOR	Past	1978	2005
The Hershey Company	Hershey's S'Mores	AOR	Current	1978	present
The Hershey Company	La Dulceria Thalia		Current	2005	present
The Hershey Company	Take 5	AOR	Current as of	2005	present
The Hershey Company	Hershey's	AOR	Past	1978	2005
The Hertz Corporation	The Hertz Corporation	AOR	Current	2004	present
The Hertz Corporation	The Hertz Corporation	creative	Current	2007	present
		At Home Services			
The Home Depot, Inc.	The Home Depot, Inc.	and Credit Marketing	Unconfirmed	unknown	unknown

The Pep Boys	The Pep Boys	AOR	Past	1998	2001
The Procter & Gamble Healthcare & Pharmaceuticals	Actonel	marketing	Current as of	2006	
Twinnings Tea	Twinnings Tea	advertising campaign	Current	2005	present
Unilever North America	Lipton Specialty Teas	AOR	Current	2004	present
Unilever North America	Knorr	AOR	Current	2001	present
Unilever North America	Lipton	AOR	Current	2007	present
Unilever North America	Klondike		Current as of	2005	present
Unilever North America	Lipton	AOR	Current as of	2005	present
Unilever North America	Lipton Side Dishes & Soup Mixes	AOR	Current	2004	present
Unilever North America	Lipton Black Tea	AOR	Current	2004	present
Unilever North America	Lipton Iced Tea Mixes	AOR	Current	2004	present
Unilever North America	Lipton Cold Brew	AOR	Current	2004	present

Contacts

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