

Brazil's BBDO, World's Most Awarded Ad Agency

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Almap BBDO in Brazil, an agency of BBDO Worldwide, was named the "Most Awarded Agency in the World" in 2004, according to The Gunn Report.

Now in its sixth year, The Gunn Report combines the winners' lists from the most important creative award shows in the world (32 TV contests, 20 print competitions) to determine an overall ranking.

Almap BBDO has been ranked among the top 50 agencies in the world every year since the inception of The Gunn Report in 1999.

However, this marks the first time that Almap BBDO - or any agency from Latin America - has claimed the top prize.

Commenting on Almap BBDO's performance, the authors of The Gunn Report cited Almap BBDO's "absolutely stellar work in print" for clients like Editora Abril Veja magazine, Fundação Eye Care, FedEx, Gatorade, Pepsi Twist, Mizuno, Embratel and Let's Talk English courses.

The Brazilian agency was also mentioned for its "great work in TV" for Mizuno, Fundação Eye Care and Pepsi.

"It's great that it should be Almap BBDO, who've also been the most awarded agency in Latin America the past six years, despite the fierce, fierce competition in this excitingly talented region."

"We love to work," said Marcello Serpa, partner and creative director at Almap BBDO. "No job is too small."

Added José Luiz Madeira, partner, planning and operations director, "Our goal is to be indispensable to our clients. To be named the 'most awarded agency in the world' is truly an honor and a tribute to our people and the great trust and partnerships we have with our clients."

In addition to Almap BBDO, six other agencies from every continent in the BBDO Worldwide network finished among the top 50 individual agencies in the world during 2004.

These include: BBDO Bangkok, BBDO Argentina in Buenos Aires, Network BBDO in South Africa, AMV BBDO in London, Colenso BBDO in Auckland and BBDO New York/BBDO Atlanta.

"Our goal is to create the world's most compelling commercial content - The Work. The Work. The Work," said Andrew Robertson, President and CEO, BBDO Worldwide.

Over the course of the six-year period (1999-2004) covered by The Gunn Report, BBDO Worldwide has been named the "Most Awarded Global Agency Network" three times, in 2000, 2002 and 2003.

This is more than any other agency network. As a result, BBDO Worldwide holds the top position on The Gunn Report's "Six-Year Consolidated Table."

Headquartered in New York City, BBDO Worldwide is Omnicom Group's largest agency with 290 offices in 77 countries.

BBDO develops and executes marketing and communications plans for many of the world's best known brands. Its

professional commitment is captured in the agency's operating mantra, "The Work. The Work. The Work."

BBDO Worldwide is a part of Omnicom Group Inc. Omnicom is a leading global advertising, marketing and corporate communications company.

Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, 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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