

## *DDB Worldwide Report*

### *Intro – Slide 1*

Today, I'll be talking about DDB Worldwide.

### *Slide 2*

With 9.8 billion dollars in billings and 1.2bn gross income, DDB is ranked 7th of the world's top agencies.

They have approximately twelve thousand employees at their 206 offices, in 96 countries.

### *Slide 3*

DDB Worldwide is a member of the Omnicom Group, a conglomerate of advertising and marketing firms.

DDB has its own subsidiaries, as well. Marketing, interactive, and other functions are performed by companies spun off from DDB. Altogether, the company consists of over 200 offices, in over 90 countries, some even close to home. DDB has offices in both Detroit and Chicago.

### *Slide 4*

*Slide 4*

The agency, originally “Doyle Dane Bernbach” was formed in 1949 on New York City’s Madison Avenue, with Ned Doyle, Max Dane, and Bill Bernbach the principal members. Doyle and Dane stayed with the company until 1969 and 1971, respectively. Bernbach stayed with DDB until his death in 1982.

In 1983, DDB became DDB-Needham, or DDBN, having merged with Needham Harper Worldwide. This name stuck until 1999, when it was shortened to the current “DDB Worldwide”.

*Slide 5*

Since its creation, DDB has always been a powerhouse in the industry by stressing new and creative solutions. They had their first account in New York from Orbach’s Department Store. By emphasizing the customer over the product, the store went from being an unknown value department store to being on a level with Macy’s and other New York well-knowns.

Other DDB creations live on in the minds of culture and advertising history:

-3-

McDonald's "Have You Had Your Break Today" originated at DDB

Volkswagen's revolutionary "small" ads of the 1960s

Avis' "We Try Harder" and the concept of selling "second place"

the "Daisy" TV spot for the Democrats is still one of the most contrivertial moments ever in political advertising

DDB created "Mikey" for Life Cereal

and DDB was responsible for the cultural phenomenon of Budweiser's "Wazzup"

DDB is continuously bringing fresh, creative ideas to the table, for national, regional and local advertisers. Local offices also help out with human-interest issues, such as the Chicago office's energy conservation and anti-AIDS commercial efforts.

## *Slide 6*

Unlike more research-strict minds, the founders of DDB stressed creativity above all else. A good creative spark is nurtured, even if it isn't the product of numerous research reports and consumer focus groups. This attitude is summed up in DDB's "Four Freedoms" guide. (which is published with lines to fold it into a paper airplane)

### 1. Freedom from Fear

The creative mind should be free from back-room decision-making and intimidating management. The creative should not work in fear for their livelihood.

### 2. Freedom from Chaos

Management should be orderly and clear, without indecision or vacillation.

### 3. Freedom to Fail

Good creative involves going out on a limb. If a project is approached with responsibility and forethought, people should not be criticized for daring to fail.

-5-

#### 4. The freedom to Be

Every person has the right to be treated as an individual, and be granted the space to enjoy and prosper from their life.

##### *Slide 7*

DDB also has a policy of bringing together talent to the benefit of other employees, as exemplified by the DDB University, or DDBU, project.

##### *Slide 8*

By bringing together everyone's unique talent, this "employees teaching employees" method helps DDB be as strong as its strongest member.

##### *Slide 9 (Generic DDB filler)*

When I was initially picking an agency to profile, DDB Worldwide seemed to stick out from the rest. Their website had a fun and inventive feel, and their PR was peppered less with "branding" and "mindshare" than "creativity" and "ideas". If design and advertising is supposed to be the business you always wanted to do, DDB looks like the shop I always wanted to work for.

##### *Slide 10 (Credits)*

*Finish.*