

# DDB Worldwide



\$9.8bn Billings  
\$1.2bn Income  
11,896 Employed  
206 Offices in 96 Countries

Earning/Employment stats for 2001, Hoover's Online  
Office/Location stats for present day, DDB.com

# OMNICOM GROUP

AGENCY.COM, Ltd.  
BBDO Worldwide  
Critical Mass Inc.  
**DDB Worldwide**  
Fleishman-Hillard Inc.  
GMR Marketing Inc.  
Goodby, Silverstein & Partners  
GSD&M Advertising  
Ketchum  
Martin/Williams Advertising  
Merkley Newman Harty  
Porter Novelli  
Rapp Collins Worldwide  
TBWA Worldwide Inc.  
Zimmerman & Partners Advertising

Tribal DDB  
Optimum Media Direction  
DDB Matrix  
del Rivero Messianu  
Moss Dragoti  
Bernard Hodes Group

OVER  
**200**  
OFFICES, IN  
**100**  
COUNTRIES

BMP DDB (UK)  
Mudra Communications (India)  
DDB San Francisco (USA)  
New Deal DDB (Norway)  
Paradiset/DDB Needham (Sweden)  
DM9 DDB (Brazil)  
Heye & Partner (Germany)  
Medina Turgul DDB Turkey  
Result DDB (Netherlands)  
DDB France  
The Bearded Lady DDB (Sweden)  
DDB Seattle  
DDB Colombia  
DDB Helsinki (Finland)  
Linial DDB (Israel)  
DDB Berlin  
DDB Philippines  
Bomberos DDB (Sweden)  
DDB Romania  
Sigmund DDB (Sweden)  
Anderson Advertising (Canada)  
DDB Singapore  
DDB Duesseldorf (Germany)  
Milici Valenti Ng Pack (Hawaii)  
Zegers DDB (Chile)  
Futura DDB (Slovenia)  
Palmer Jarvis DDB (Canada)  
DDB Nexus (Hong Kong)  
DDB Atlantique (France)  
DDB Costa Rica  
Seiler DDB & Co (Switzerland)  
Lopita, Ileanna & Howe (Puerto Rico)  
DDB & Co (Estonia)  
DDB New Zealand  
DDB The Way (France)  
DDB Australia  
DDB Nouveau Monde (France)  
Formula DDB (Sweden)  
BrandSellers  
DDB Latvia



# 1949

Ned Doyle  
Max Dane  
Bill Bernbach



# NOTABLES

**McDonald's** *Have You Had Your Break Today*

**Volkswagen's** famous ads of the 1960s

**Avis** *We Try Harder*

**Democratic Nat'l Committee** *Daisy*

**Life Cereal** *Mikey Likes It*

**Budweiser** *Wazzup*

DDB

## Four Freedoms

At DDB, we encourage creative adventure and freedom of thought. Nurtured by four essential freedoms, the talented people we attract flourish and grow.

### The FREEDOM From Fear

Talent freezes in the grip of fear. The creative mind shuts down, constricting the natural flow of words and ideas. Fear results from decisions arrived at in secret deliberation, the basis of which is not disclosed. People do not fear truth, they fear arbitrary use of power for reasons they don't understand. Fear is paralyzing beyond reason.

Management by intimidation has no place in an organization dedicated to nurturing creativity.

### The FREEDOM From Chaos

Talent flounders in an atmosphere of management indecision, vacillation, arrogance and uncertainty. It requires benign discipline. The talented mind may seem erratic, but it welcomes an understanding of responsibilities that is clear, yet roomy enough to permit the floating dream.

Such responsibilities must be freely agreed to and well understood by all hands before talent takes its place in our organization. Once committed, continuing instructions from management must be consistent with that understanding.

### The FREEDOM To Fail

It is in the nature of creative talent to venture beyond the known, to poke into the unheard of, to pick its way through scary places, untrod by conventional minds. Because there are no assurances these idea-searching patrols will succeed, the seekers must be granted the latitude to fail in order to sustain their willingness to pursue again.

It is the job of management to first point talented people the right direction and then to judge their work. But if the approach to that work is responsible and intelligent, people must never be criticized for daring to fail.

### The FREEDOM To Be

Each individual has a right to be treated with dignity, to be supported in his or her ambitions for higher achievement and to be provided with a place where a career can grow in the direction of one's own choosing. But beyond professional growth, talent must be permitted to live a life in which there is also time for laughter, and music and love, and celebration, and the space to enjoy them.

EXPLORE YOUR FREEDOM.



WORK FOR US. VISIT [DDB.COM](http://DDB.COM)

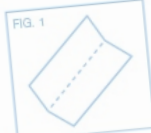


FIG. 1

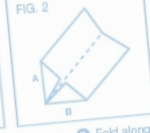


FIG. 2



FIG. 3



FIG. 4



FIG. 5

1 Fold plane along center and reopen 2 Fold along lines A and B 3 Fold along lines C and D 4 Fold plane in half 5 Fold wings down 6 Fold wings up

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## Four Freedoms

### Freedom from Fear:

“...people fear arbitrary use of power for reasons they don't understand.”

### Freedom from Chaos:

“...responsibilities must be agreed to...before talent takes its place in our organization...”

### Freedom to Fail:

“...if the approach to that work is responsible and intelligent, people must never be criticized for daring to fail.”

### Freedom to Be:

“Each individual has a right to be treated with dignity, to be supported in his or her ambitions...”



DDBU



**DDB**

DDBU enables our employees to learn from each other's vast and expert experience in our industry.

It offers learning opportunities... all authored, shaped, and taught by DDB experts in the field.



UNIVERSITY

DDBU





# Information **SOURCES:**

ADWEEK

HOOVER'S ONLINE

DDB.COM

ADVERTISING AGE

ADBRANDS.NET