

Press Release

BBDO Consulting records most successful financial year in the history of the company

The management consultancy plans to double number of consultants / Further investment in core business and worldwide network / New business area partnership marketing

Düsseldorf, 29 March 2007 – BBDO Consulting, the top management consultancy for market-oriented business management of the BBDO Group, is looking back on a successful financial year for 2006. Profits in Germany saw a double figure increase. As a result of the 2002 Sarbanes Oxley Act and as a subsidiary of US holding company Omnicom, BBDO Consulting is not allowed to publish the precise sales figures and forecasts. The management consultancy supports clients across all industries with an emphasis on increasing the value of their company. Most significant growth driver is the financial services area, with projects relating to brand repositioning in the finance and automotive industries providing additional focus.

BBDO Consulting focuses its consultancy work on leading companies from industry and the financial and service sectors. They have been working for the majority of their German clients – among them several DAX companies – for more than six years. In the past year, more than 90% of its turnover came from international blue-chip clients.

Global network of employees

The internationalisation of the company's consultancy work is gaining in importance. A number of BBDO Consulting clients in Germany are also represented locally in Europe and Asia, generating additional consultancy business in those areas. Consultants with experience in specific industries or marketing-related subjects work globally on behalf of their national clients in order to provide these internationally operating companies with a one-stop strategy consultancy service. In addition, regionally and globally organised training events and working group meetings help to integrate the consultancy team on a personal and professional level.

Training programmes off to a good start

BBDO Consulting continues to set its sights ambitiously high in its search for the next generation of consultants, focusing on consultants with an established background in a reputable consultancy. In addition, BBDO Consulting is actively recruiting for newly qualified trainees at universities in Germany and Austria and leading business schools, and providing graduates with an insight into the company's work at recruitment fairs. Exceptional graduates in any subject are invited to apply. BBDO Consulting wants to invest in and support future consultants as early on in their career as possible and this year alone is offering between 80 and 100 traineeships to exceptional graduates. Any outstanding project work may also result in those trainees interested being rewarded by BBDO Consulting with further support in their studies.

New business area partnership marketing

BBDO Consulting is continuously developing new business areas in order to meet changing market and marketing demands. One such future business area is partnership marketing. Here, two complementary brands are tied in together to harness their strengths by means of benefit-oriented, mutual endorsement. BBDO Consulting is working with eBay Germany on innovative projects in the area of partnership marketing. With its 20m visitors a month, eBay Germany is a lucrative platform and currently far from fully exploited as a marketing channel. BBDO Consulting makes this potential available to its clients. In the first instance, strategic partners are sought who can be integrated into the eBay platform and facilitate trading on the site. The second step is to establish further partnerships to complement these strategic partners, allowing the online marketplace and its marketing power to be fully exploited. Suitable industries for a partnership with eBay include tourism, automotive, healthcare, property, consumer electronics and media and entertainment. Marketing partnerships can be tailored to individual requirements – from eBay bidding in the form of online promotions and category sponsorship to on-pack ‘vouchers’ that can be redeemed on eBay, everything is possible.

“These days, many businesses are concerned primarily with the growth of their business – be it nationally or globally, through innovation or acquisitions. In the process, partnership marketing is establishing itself as one of the most pivotal strategic topics and growth drivers for the future”, says Udo Klein-Bölting, CEO of BBDO Consulting.

BBDO Consulting

BBDO Consulting is the top international management consultancy for market-oriented business management. Together with its clients, BBDO Consulting develops and implements strategies for market adaptation and translates them into tangible, behaviour-influencing principles and systems. International blue chip clients and market leaders have trusted its unparalleled expertise in the areas of strategic brand and customer management since the company’s inception in 2000. BBDO Consulting builds upon the comprehensive know-how of its staff from both consultancy and industry. Excellent knowledge of local markets combined with a global outlook contributes to their success in offices in Düsseldorf, Johannesburg, London, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich. BBDO Consulting is part of BBDO Worldwide, one of the leading international agency networks with over 290 offices in 77 countries.

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