

# Press Release

## A new website for BBDO Consulting

### **Top international management consultancy presents new and improved website**

**Düsseldorf, 14 March 2007** – The re-launch of the website on 14 March reflects the winds of change in the market. BBDO Consulting's new online presence, at [www.bbdo-consulting.com](http://www.bbdo-consulting.com), is user-friendly and clearly laid out, directing its visitors to comprehensive information about the top management consultancy.

The concept was realised by Interone Worldwide, BBDO Germany's agency for networked multi-channel communication, with a modern layout and appealing design. Several portrait photographs depict the people behind BBDO Consulting. Alongside changes made to the design, the site's structure and navigation were also overhauled and more information added to the content. In future the site will have five main areas: "Profile", "Our Expertise and Credentials", "Publications", "News and Press" and "Join Us" will introduce visitors to the world of BBDO Consulting. The clear structure allows the user to navigate the site and access information quickly and easily.

"We see our new website as further evidence of our efforts to provide transparency and quality for our clients and to create a better showcase for the company", 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.

**The Interone Worldwide team**

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