

Press Release

BBDO Consulting continues expansion in 2007

The management consultancy arm of the BBDO Group opens new branches in South Africa and Russia

Düsseldorf, 14 February 2007 – BBDO Consulting is expanding its successful business model. In March 2007 the management consultancy arm of the BBDO Group will open new branches in Johannesburg and Moscow respectively. Following the opening of offices in Tel Aviv and Shanghai in the last two years the consultancy now operates in nine international locations.

Ingrid Veysie takes over the running of the Johannesburg office. Following her studies in Kapstadt and Nürnberg she worked in national and international marketing for 21 years before joining BBDO South Africa in 2006. Managing Director in Moscow is Turkhan Makhmudov, General Manager of BBDO Branding. After his studies at the Nottingham Business School he worked for BASF and British American Tobacco among others before joining BBDO Branding. The opening of the new offices recognises the fact that 'emerging markets' provide enormous potential in terms of strategic brand management. The service offering in both new offices will initially focus on brand value management.

"Our internationalisation continues to gather pace. However, management consultancy remains a local activity. The challenge facing our expansion strategy is to find a balance between market adaptation, a consistent service offering and the highest standard of consultancy", 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.

Contact at BBDO Consulting

Udo Klein-Bölting
CEO BBDO Consulting Worldwide
T: +49.211.1379-8314
F: +49.211.1379-8362
udo.klein-boelting@bbdo-consulting.com
www.bbdo-consulting.com

Contact at BBDO Germany

Ingeborg Trampe
Director Corporate Communications
T : +49.211.1379-8103
F : +49.211.1379-918103
M : +49.173.311.3675
presse@bbdo.de www.bbdo.de