



PRESS RELEASE
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Ogilvy Asia-Pacific makes senior management changes

- **Dan Gibson is appointed to role of Managing Director, Ogilvy & Mather Advertising Singapore, replacing Mark Wong, who shifts to OgilvyAction Shanghai as Managing Director**

[Singapore: March 12, 2010] Ogilvy & Mather Asia Pacific announced today two key management appointments, further strengthening its position as the region's leading 360-degree agency network. Dan Gibson has been named Managing Director for Ogilvy & Mather Advertising Singapore, effective April 1, while Mark Wong has been promoted to Managing Director, OgilvyAction Shanghai.

Reporting directly to Stephen Mangham, Group Chairman, Ogilvy & Mather Singapore, Gibson will be responsible for overseeing the day to day operations of the agency, building new business partnerships, talent development and offering strategic counsel to existing clients.

Gibson has clocked more than a decade of experience in the industry. Most recently the Head of Account Management at 180 Amsterdam, Gibson has been leading the agency's global adidas business for the past five years. A firm believer of the 360-degree approach, he has been instrumental in driving 180's expansion into retail and helping to consolidate the business across above the line, retail and digital. Prior to that, he spent five years at BBH London working on accounts such as Sony Ericsson, Perfetti Van Melle, Audi, ITV. Gibson also headed the Lynx/Axe account while at BBH London, and was involved in the development of the Cannes Gold-winning campaign, *Getting Dressed*.

Commenting on his appointment, **Stephen Mangham, Group Chairman, Ogilvy & Mather Singapore**, says, "We are extremely delighted to



have someone of Dan's caliber joining the agency. His strong leadership qualities and belief in the 'Twin Peaks' of creativity and effectiveness makes him the perfect fit for the 'New Ogilvy'."

Says **David Mayo, President, Ogilvy & Mather Advertising Asia Pacific**, "Dan Gibson is an Advertising Practitioner. To me, he is the embodiment of the 21st century advertising leader, brand specialist, communications generalist and creative evangelist. Dan has developed skills in Advertising Management which will bring a unique focus to our clients business as they wrestle with brand behaviour in the new media world."

Gibson replaces Mark Wong, who has been promoted to Managing Director, OgilvyAction Shanghai. He will report directly to John Goodman, President, OgilvyAction Asia-Pacific and Patti Sun, President, OgilvyAction China, working closely in partnership with Sun to drive integrated shopper and retail solutions across the agency. He will also be responsible for driving the growth of new business across China.

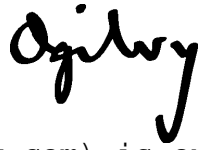
Comments **John Goodman, President, OgilvyAction Asia Pacific**, "We're delighted to have someone of Mark's cross-disciplinary talent joining the OgilvyAction team in China. This business is growing incredibly fast and finding the right talent is the hardest challenge."

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Ogilvy & Mather Singapore

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About Ogilvy & Mather

Ogilvy & Mather (ogilvy.com) is one of the largest marketing communications companies in the world. Through its specialty units, the company provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion, relationship marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a part of the WPP Group (NASDAQ: WPPGY, www.wpp.com.) For more information, visit www.ogilvy.com.