

Vodafone selects DDB as its main creative agency

Prague, 11th of April 2008 – The winner of the tender for Vodafone’s main creative agency is DDB www.ddb.cz. Seven agencies participated in the tender, which was announced in February (Leo Burnett, Rust2, JWT, Mather Communications, theFarm, WMC/Grey, DDB) and, in the end, just three of them battled it out - theFarm, WMC/Grey a DDB.

DDB, as the main creative agency, will be responsible for the joint creation of Vodafone’s long-term brand strategy, the creative development of large communications campaigns and the coordination of the other above- and below-the-line communications agencies.

“DDB worked through our tasks terrifically and has a real desire to change the traditional agency model, especially taking advantage of the synergistic cooperation between more agencies and redefining the roles of individual media in the communications mix,” says Monika Čížková, Director of Brand and Communications at Vodafone Czech Republic.

With the selection of DDB, Vodafone continues its implementation of a new model for agency cooperation, which is founded on the central role of a single, main creative agency that coordinates other ATL, BTL, Internet and media agencies. In each of those areas, Vodafone will, at the same time, work with more agencies whose work it is already familiar with.

THE NEW AGENCY MODEL AT VODAFONE



ATL agencies, Internet Communications Agencies, Main Creative Agency (DDB), Media agency (OMD), BTL agencies