

PRESS RELEASE

Guy Abrahams to take key Planning role for ZenithOptimedia

ZenithOptimedia has appointed Guy Abrahams to the new role of Regional Director of Communications Planning for Asia. His role will be to lead ZenithOptimedia's communication and strategic planning capabilities across the region by driving the agency's expertise internally and externally. This will involve extensive use of ZenithOptimedia's leading proprietary consumer insight tools, Touchpoints and Insights DNA

Abrahams was previously at BLM UK, where as Group Strategy Director he contributed to their winning the Grand Prix at the Media Week Awards, Golds at the IPA Effectiveness Awards and Best Total Communication Programme at Campaign. Ranked in the UK's Campaign magazine as one of the "Top Ten Best Media Thinkers", Abrahams has over the years built a reputation in the UK as a creative thinker who delivers effectiveness for clients.

Steve King, Chief Executive of ZenithOptimedia Worldwide said, "Guy's appointment ensures we have the most dynamic management team in Asia."

Phil Talbot, Chief Executive of ZenithOptimedia Asia Pacific said, "The key to better communication planning in Asia is to have better consumer understanding. With our significant investment in our proprietary tools, such as Touchpoints and Insights DNA, ZenithOptimedia clients have a better understanding than their competitors about the driving motives behind consumer purchase decisions. With Guy, we have employed a world class communication thinker who will ensure each of our local offices can turn that valuable consumer insight into communication plans that truly make a difference to our clients' business. Guy has proved his capability in the UK but like me, shares a passion to ensure we can provide a world class service in Asia. The creation of this role, and our ability to attract talent like Guy, is a testament to our agency's success in Asia now and in the future."

Guy Abrahams said, "I'm really proud of the work I've done in the UK but am now looking forward to the exciting challenges offered by the Asian market. Its rapid growth, regulatory freedom and "can do" integrated approach will enable us to offer clients innovative solutions which deliver results. The next few years will see Asia grow as a hot bed of media creativity."

The new role will be based out of Hong Kong, where ZenithOptimedia has its regional headquarters.

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About ZenithOptimedia:

ZenithOptimedia (ZO) is one of the world's leading global media services agencies with 170 offices in 60 countries partnering global giants like Nestlé, L'Oréal, HP, Heineken, Whirlpool, Puma, British Airways, Toyota and Sanofi-Aventis.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment. This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. A suite of proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight at each stage of the communication process.