

## **PRESS RELEASE**

### **ZenithOptimedia Indonesia win Reckitt Benckiser**

Reckitt Benckiser is ZenithOptimedia's 3<sup>rd</sup> big appointment in two months following the previous wins of BNI Bank and Mobile 8 Telco.

According to Mr. Shekhar Repaka, General Manager of Reckitt Benckiser Indonesian operations, "Reckitt Benckiser's track record is founded on the strength of our core brand equities. Our strategy of continuous innovation supported by excellent consumer communication has served us well, and our media agency relationships play an important role in this success. We were looking for an agency, that, aside from having sound media planning and buying skills, also has an attitude of working with us as partners to translate our strategy into success in Indonesia. We believe ZenithOptimedia will contribute to our business growth with their consumer insights and generate a positive ROI for our brands. We look forward to a strong working relationship with them."

"Reckitt Benckiser is a major player for Home and Personal Care so this win is very important to us according to Achie Francia, Managing Director of ZenithOptimedia Indonesia.

With a combined US\$35Mn billing (Source: ACNielsen 2005) for its three new clients, ZenithOptimedia Indonesia are the fastest growing agency in this rapidly growing market. Ms. Francia had this to say, "We attribute these win to our highly competitive media costs we can provide along with our leading consumer analysis using our proprietary tools such as Insights DNA. The support of the entire ZO network and most of all the hard work and dedication of my team in Indonesia has lead to these recent successes, but we know we can't be comfortable. There are still pitches to battle and clients to win over".

ZenithOptimedia won the Reckitt Benckiser business over Activate, a local affiliate of MPG and will take over the account effective October 21<sup>st</sup> from the incumbent WPP/Maxus.

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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 Nestle, L'Oreal, 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.