

I&S BBDO NEWS

September 29th, 2011

Geoff Dossor named COO of Proximity Japan

I&S BBDO announced today that Geoff Dossor will join their digital and CRM unit of Proximity Japan on October 1st and will be named as COO as of November 1st, 2011. Dossor will take control of all operations in Proximity Japan, and report to Kazutoyo Kato, the CEO of I&S BBDO

Dossor has over 20 years of Japan experience in digital and interactive marketing communications. Establishing, Incentiv Media Co., Ltd. in 1988, he worked for over 19 years in the areas of IT, creative, web, and digital marketing, from practical business to financial management. The Company merged with MRM Worldwide Japan, a member of the McCann Worldgroup in 2007, and he was appointed to the position of Chairman and Chief Creative Officer of MRM Japan and engaged in strengthening the digital and direct marketing functions till 2009. He recently founded “Brandshare,” a social media marketing consultancy. Born in Australia, Dossor has been in Japan for over 25 years.

Upon accession, Dossor stated that he is “delighted to be named COO of Proximity Japan. The company has enormous growth potential for CRM in this market, and in cooperation with BBDO and the Proximity worldwide network, the capacity to deliver clients with revolutionary consumer behavioral changing ideas and solutions.”

Kazutoyo Kato, CEO of I&S BBDO stated that, “Dossor has extensive knowledge and experience in the digital and interactive field. With the leadership and management skills he has developed through long-term business management, I look ahead to him bringing Proximity Japan to the next level.”

Chris Thomas, Chairman and CEO of BBDO Asia, Africa, Middle East, and Chairman of Proximity Worldwide, commented that, “Dossor has an innovative and entrepreneurial spirit, and has always pursued cutting-edge marketing communications. He also understands Japanese corporate culture. I am very confident in his ability to establish market leadership for Proximity Japan in the Japanese market.”

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Notes to Editor:

I&S BBDO (<http://www.isbbdo.co.jp>), part of BBDO Worldwide, is one of Japan's top-tier advertising and marketing services company. The agency provides award-winning advertising and brand communications solutions to both global and local clients. I&S BBDO has extensive experience in the Japanese market and its work has been recognized with numerous awards, including the 'ACC Grand Prize', one of the most prestigious awards in Japan. BBDO's mantra is "The Work. The Work. The Work." In 2011, BBDO was named Network of the Year at Cannes for the fifth year in a row and was also named as the most effective network at the Effie Awards.

Proximity Japan is a digital and CRM unit of I&S BBDO and is a member of Proximity Worldwide operating in 60 locations around the world. Based on the mission "providing clients with revolutionary ideas that change customer behavior", Proximity Japan provides the best possible solutions to clients through digital and CRM initiatives. In 2011 it has won a Silver for Digital and Interactive category at Tokyo Interactive Ad Awards.

BBDO and Proximity is part of Omnicom Group Inc (NYSE: OMC). Omnicom Group is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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