



VML
Press release

Y&R LAUNCHES NEW GLOBAL TECHNOLOGY MARKETING PRACTICE Y&R Aligns Its Technology and Business-to-Business Agencies to Form Specialized Integrated Network

14 December 2011 – David Sable, Global CEO of Y&R, announced today that Y&R is launching a new global technology marketing practice named Tech.YR. By aligning seven Y&R companies with specific knowledge in technology and telecommunications — Banner in London, SicolaMartin in Texas, Y&R Business Communications Geneva, Y&R Singapore, Y&R Beijing, Y&R Brazil, as well as VML in multiple markets, Tech.Y&R will provide an integrated global network to its clients.

The agencies all have extensive experience working with globally recognized technology companies. They share the same philosophy and rigorous methodologies to communicate simply and persuasively about complex products and services to both consumer and business audiences. The network will offer its clients media planning and buying, search, social and mobile, as well as the development of online and offline campaigns. Tech.YR will draw from VML's resources to deliver digital marketing solutions across the globe.

Marcus Brown, who will remain the CEO of Y&R's operations in Geneva, will lead the practice as its Managing Partner. Banner CEO Michael Wrigley, and Cherie Cox, CEO of SicolaMartin will each serve as Partners. Each of the agencies will remain independent but will come together around shared clients.

"Tech.Y&R allows any client with a technological, telecom or otherwise complex offering a unique and proven global network. We are offering them a global partner who understands how to turn complexities into compelling marketing. Beyond accountability and measurable value across multiple markets, which of course this brings, it is also about letting our clients tap

into great resources and people around the world who have highly specialized experience in this sector,” said David Sable.

Tech.YR begins with a strong client base. Adobe and Dell are serviced in multiple locations and Symantec, Autodesk, LG, AMD and BMC Software are serviced by individual offices. The practice is built on a strong heritage of jointly servicing technology clients including Novell, Freescale, SITA, ITU and Blue Coat,

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About Y&R

Y&R is one of the leading global marketing communications companies. It is made up of the iconic Y&R Advertising agency and VML, one of the most highly regarded and fastest-growing digital agencies in the world. Y&R also includes specialized companies in every region, such as Bravo, Kang & Lee, SicolaMartin, BrandBuzz, Campaign Palace, Banner, to name just a few, as well as a new global marketing practice, Tech.YR.

Y&R’s founder, Raymond Rubicam, believed that the company’s mission was to Resist the Usual on behalf of our clients. Today, that is kept alive by melding top-flight creativity with innovation to create new consumer experiences.

Y&R’s largest agency, Y&R Advertising, has 186 offices in 90 countries around the world, with clients that include, Campbell’s Soup Company, Colgate-Palmolive, Danone, Virgin Atlantic, Xerox, Revlon, GAP, Land Rover, LG and Telefonica, among many others.

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