

## PHD WINS MEDIA AND PLANNING DUTIES

NEW YORK, AUGUST 18, 2008– BBDO New York announced today that it has been selected by Global Hyatt Corporation, one of the world's premiere hotel companies, to be its strategic and creative agency partner handling its global brand advertising needs. BBDO partnered with sister-agency PHD, which was jointly awarded media buying and planning. The decision was made following a three-month competitive review.

In choosing BBDO, Tom O'Toole, Chief Marketing Officer at Global Hyatt, remarked, "We were looking for a highly strategic and creative agency partner that can provide a fully integrated global solution across traditional and digital channels to create brand differentiation for Hyatt. In BBDO, we found chemistry, depth of talent and creative thinking that can touch every part of our business."

BBDO will be responsible for developing a fully integrated campaign that covers online, offline, employee communications, product enhancement ideas and more. PHD New York will handle media buying and planning as part of the BBDO team.

"You need only to visit a variety of Hyatt properties around the world to be boggled by how well this company understands hospitality," said John Osborn, President and CEO, BBDO New York. "Our job is to help communicate to guests this unique service experience – something that goes beyond just creating a brand campaign."

The first work from BBDO is expected to debut during the fourth quarter. Not affected by this review are advertising responsibilities for Hyatt's Select Service Brands (Hyatt Place and Hyatt Summerfield Suites), which will continue to be handled by Cramer-Krasselt, Chicago.

**Global Hyatt Corporation**, headquartered in Chicago, is one of the world's premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 45 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 365 hotels and resorts worldwide under the Hyatt®, Hyatt Regency®, Hyatt Resorts™, Grand Hyatt®, Park Hyatt®, Hyatt Place®, Hyatt

Summerfield Suites® and Andaz™ brands with additional properties under development on five continents. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc., operator of Hyatt Vacation Club®. The success of Global Hyatt is driven by the commitment and energy of the approximately 90,000 men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting [www.hyatt.com](http://www.hyatt.com).

### ABOUT BBDO

BBDO Worldwide is part of Omnicom Group Inc. (NYSE: OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)). In 2008, BBDO was named Network of the Year at the International Advertising Festival in Cannes AND winner of The Gunn Report as the most awarded agency network in the world for the second year in a row. BBDO was also chosen Advertising Network of the Year by Campaign magazine for the second time in the past three years. To top it off, BBDO was ranked #1 by The Big Won as the most awarded global agency network across every marketing communications discipline, ranging from above-the-line to below-the-line, online and offline.

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