

For immediate release on Friday, February 17, 2012

Contact: Christina Arbini, Hornall Anderson, public relations; ph: 1-206-826-2329,
c_arbini@hornallanderson.com

Hornall Anderson Wins Gold in the 2012 DBA Design Effectiveness Awards

Asda's "Chosen by You" brand honoured as outstanding design for fueling business growth

Seattle, WA and London, UK – February 17, 2012 – Brand design firm Hornall Anderson's UK team was honoured at last night's prestigious [2012 DBA Design Effectiveness Awards](#) ceremony with a Gold statue for the [Asda "Chosen by You"](#) design campaign.

Asda partnered with Hornall Anderson UK to help revitalise its private label line-up—comprised of 6,000 products—with the goal of raising quality perception and creating a breakthrough design solution that focuses on enhanced quality and product innovation.

"This project was one of the most exciting initiatives in the history of the Asda business, and we are thrilled to have played a role in its great success. Having the opportunity and honour to accept the Gold award on behalf of our work for Asda made the experience even more rewarding," says Nick Green, Managing Director at Hornall Anderson UK.

"Hornall Anderson played a key role in developing a brilliant design solution for our mid-tier private label range including creating the design identity, packaging framework, tone of voice and market roll-out. As we had hoped, this comprehensive approach improved consumer engagement and dramatically shifted their perception. But the revitalisation has succeeded well beyond our expectations, making 'Chosen by You' the fastest growing private label brand in the UK," says Simon King, "Chosen by You" Senior Brand Manager at Asda.

The Design Business Association (DBA) is the UK's most vocal champion of the role of effective design in the creation of business growth, and recognises, communicates and rewards the integral role that design effectiveness plays in commercial success.

The Design Effectiveness Awards event is the only one to utilise commercial data as a key judging criteria. Each year, the awards highlight the companies that consistently outperform their competitors because they value, invest in and effectively manage design.

Last night's lavish awards ceremony was attended by several hundred representatives from some of the world's most renowned creative agencies and clients, representing best in class brands. Winning a Design Effectiveness Award is an honour reserved for a select number of individuals, and Hornall Anderson UK is excited to share such an esteemed award with its valued client Asda.

###

About Hornall Anderson

Hornall Anderson (www.hornallanderson.com) specialises in the design and execution of customer experiences that bring meaning to brands and consumers. We use a 360-degree design approach to create branded experiences from print, to digital and packaged goods, to environments, virtual worlds and beyond. You can see the impact of our work in iconic places like Madison Square Garden, Chicago's Willis Tower and the Empire State Building; with Fortune 500 brands like Starbucks, Hewlett-Packard, PepsiCo; and some of Europe's most recognized brands

like Asda, Marmite, Pernod Ricard, Heinz, and Unilever. Hornall Anderson is a part of Omnicom Group Inc. (NYSE: OMC).

About Omnicom Group Inc.

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other communications services to over 5,000 clients in more than 100 countries.