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**PRESS RELEASE**  
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ZenithOptimedia launches the first major media specialist in Korea

**ZenithOptimedia announces that it has formally launched in Korea.** The new media specialist will be based at the offices of Welcomm and will be known as Welcomm ZenithOptimedia. With billings of RW 230 billion, Welcomm ZenithOptimedia will rank as the 6<sup>th</sup> largest media buyer in Korea handling ZenithOptimedia network clients such as HP, LVMH and Puma, and major local advertisers such as KT Telecom, KTF, Renault Samsung Motors, S-Oil, Kyobo Insurance and Hana Bank.

The core team will be that of the Welcomm agency' s media team. ZenithOptimedia has been working with this team for the last three years; providing training, adapting network tools to the Korean market and introducing global media best practices and learnings. We have also worked with the team on a number of local and regional client pitches. This has enabled both Welcomm and ZenithOptimedia to develop a shared vision for the future and an understanding of our respective ways of working.

HJ Cho, Executive Media Director, Welcomm ZenithOptimedia commented “ Korea is one of the few markets in the World where media specialists do not dominate the media scene. But I believe that this will shortly change. Increasing media fragmentation and declining advertising spending in 2005, presents media specialists with a unique opportunity to demonstrate their worth. We have a great team, an excellent client portfolio and a clear vision of what we want to deliver. I extremely excited about the opportunities ahead” .

Phil Talbot, CEO ZenithOptimedia Asia Pacific added “ Korea is the 8<sup>th</sup> largest advertising market in the world which means it is important for ZenithOptimedia to have

a first class operation capable of meeting the expectations of the most demanding international clients. Global network clients such as HP are already investing significant advertising dollars in Korea and I expect more will follow. Additionally, Korea is home to some of the World' s fastest growing global businesses. We have seen how Samsung has transformed itself into a leading global advertiser and I expect other Korean companies to follow. I am extremely excited about this launch and the opportunity to establish Welcomm ZenithOptimedia as one of the leading media agencies in Korea.”

For more information contact:

Phil Talbot, CEO, ZenithOptimedia Asia Pacific

Tel: (852) 2236 9080

Email: [Philip.talbot@zenithoptimedialogroup.com.hk](mailto:Philip.talbot@zenithoptimedialogroup.com.hk)

HJ Cho, Executive Media Director, Welcomm ZenithOptimedia

Tel: 82 2 6363 4626

Email: [cho@welcomm.co.kr](mailto:cho@welcomm.co.kr)

### ***ZenithOptimedia***

ZenithOptimedia is one of the world's leading global media services agencies with 162 offices in 59 countries.

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. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.