



# Press Release

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## ***Resorts World at Sentosa appoints TBWA\ as its Creative Partner***

***Singapore, 20 August 2007*** – Resorts World at Sentosa (RWS) announces the appointment of TBWA\ as its creative agency in the lead up to RWS's opening in 2010. TBWA\ will support RWS to market and promote the Resorts World at Sentosa brand across the region and worldwide. Over the next three years, RWS expects to spend at least S\$70 million in advertising.

RWS invited about 10 leading creative agencies to present their credentials in March. Five were shortlisted and invited to pitch in May 2007. Each gave a presentation covering market analysis to creative work and media strategy.

RWS chief executive Tan Hee Teck said: "Our creative agency will help us position and market our product, which is a unique and exciting travel destination. At this resort, you could do something fun and different in one single location every day, even if you were here for five days."

Michael Chin, RWS senior director of projects, said: "All the shortlisted agencies came up with good ideas, but TBWA\ had the strongest concept. In teamwork, creativity and chemistry, they had the hit package."

The partnership of RWS, a rising global family holiday destination, and one of the region's best creative agencies will be a formidable one. RWS looks forward to making a splash in the marketplace, not only in Asia, but worldwide when it rolls out its first advertising campaign with TBWA\.

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“This is a fantastic win on one of the most exciting brand development opportunities in Asia” said Dan Paris, Managing Director of the TBWA\ Group in Singapore. “Resorts World at Sentosa is a truly progressive company with a fantastic client team and we are absolutely delighted to be involved in the creation of what will be a truly iconic Asian brand on the world stage.”

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### **About Resorts World at Sentosa**

*Resorts World at Sentosa* is a family holiday destination slated to take pride of place on a 49-ha site on Singapore's Sentosa Island in 2010. Home to the region's first Universal Studios theme park, DreamWorks Digital Animation Studios and the world's largest oceanarium Marine Life Park, it also has the tropical Equarius Water Park and the region's first fully integrated wellness spa.

The S\$5.2 billion resort looks to welcome 15 million visitors in 2010, and its array of family-friendly attractions will be a place that Singaporeans can call their own. Six differently-theme hotels will providing more 1,800 rooms, with full meeting and conference amenities.

Beyond the gated attractions, the Resort will offer public entertainment such as the Crane Dance, a showcase of multi-media moving art and cleverly choreographed animatronics crane dances at the waterfront.

The 1,700-seat Imagineering Theatre will feature a magical dreamlike show with water, light and visual effects. There will also be an unparalleled array of retail and dining options at the FestiveWalk with roving acts and street performances at the Bull Ring.

### **About TBWA\ Group**

TBWA Worldwide ([www.tbwa.com](http://www.tbwa.com)) creates disruptive ideas for global clients, including adidas, Apple, Beiersdorf, Henkel, Infiniti, Masterfoods, McDonald's, Michelin, Nissan, Pernod Ricard, Samsonite, Singapore Airlines, Standard Chartered Bank and Sony PlayStation. TBWA\ was named *Adweek's* 2006 “Global Agency of the Year” and is one of the fastest growing top-ten global agency networks. TBWA\ has 258 offices in 75 countries, and approximately 9,700 employees worldwide.

TBWA Worldwide is a part of Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)). Omnicom 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, 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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