

PRESS: UNVEILING “THE BRAND UNION BANGKOK”

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“The Brand Union Bangkok” today announced its official presence in Thailand, bringing its worldwide experience and the “Brand Mastery” approach to help brands differentiate and succeed in this highly competitive market. Formerly known as Ogilvy Brands by Design, the agency will now be called “The Brand Union Bangkok” in line with “The Brand Union” a worldwide brand launched 2007. The company will become the 21st office within the global network of this leading brand building agency.

Simon Bolton, Worldwide CEO of The Brand Union, said “To our global commitment to become masters of the art and science of brand building, I am pleased to now add “The Brand Union Bangkok”. We love the art. We love the science. We love Thailand.” The Brand Union’s mission in Asia is to support international brands in their development in the region and, increasingly, to help brands from Asia take on the world. Alan Couldrey, CEO for Asia Pacific, added “Our brand mastery” is based on the fact that we love what we do – we find the world of brands, their challenges and opportunities, a truly compelling and rewarding field in which to work. We celebrate the “Joy of Branding in all we do.”

As a leading brand agency, “The Brand Union Bangkok” will master the art and science of crafting brand identities using its “Brand Mastery” approach to help brands grow. By creating a proper mix of strategic perspective and creative flair, the company helps brands engage with consumers of all kinds.

Dzovinar Bassil, Managing Director of The Brand Union Bangkok, commented, “What we do is partner with businesses to help them uncover insights and opportunities and define future strategies. We then help bring the brands to life through the creation of The Brand Worlds. In a world where choice is increasingly design-driven we have the ability to build out from a bright idea into a compelling visual world.”

“The Brand Union Bangkok” currently has a balance between global and local client profiles. Among its global customers are Castrol, Ericsson, BP, Credit Suisse, SAB Miller, Vodafone and Motorola. Its local clients cover a wide range of industries from major industries to real estates, retail, banking and finance, consumer products and government, such as Thoresen Group, Mahaphant Group, PTT Chem, CP ALL, CPF, Monde Nissin, Raimon Land, CIMB THAI, SOUTHEAST INSURANCE AND FINANCIAL SERVICE GROUP, Singha Corporation, TCEB, and IKEA.