



**JWT Worldwide Announces January 2006 Publication of  
*Billions: Selling to the New Chinese Consumer*  
by JWT CEO of Greater China Tom Doctoroff**

**Book on Marketing to the New Chinese Consumer  
to be Published by Palgrave Macmillan**

**Publication Marks JWT's Increased Emphasis on Emerging China Market**

**New York – January 11, 2006** – JWT Worldwide, the largest advertising agency in the U.S. and fourth largest in the world, today announced the January 2006 publication of *Billions: Selling to the New Chinese Consumer* by Tom Doctoroff, JWT CEO of Greater China and Northeast Asia Area Director.

*Billions*, to be published by Palgrave Macmillan, cracks the allegedly indecipherable code of marketing to the New Chinese Consumers—all 1.3 billion of them. The book, which will appeal to all businesspeople with China interests, illuminates the critical role of Chinese culture in shaping buying decisions and translates consumer insights into strategies for long-term success in the Middle Kingdom.

“China, despite inevitable bumps, is a rising power and pillar of the global economy,” explained Doctoroff. “The only way for multinational companies to succeed there is to fully embrace the fundamentally different world view that China represents. They can only penetrate the market by understanding its dramatically different cultural and operational landscape. My book balances optimism with realism because the opportunity is easy to squander.”

In the book, Doctoroff equips readers with tools to understand and harness the underlying motivations of Chinese shoppers and reveals the pitfalls many multinational companies encounter. He also identifies ways marketers can leverage the 2008 Beijing Olympics and optimize sponsorship opportunities surrounding the Games.

“*Billions* is a part of JWT's increased emphasis on China. We are vigorously committed to taking our clients intelligently and profitably into China between now and the Beijing Olympics in 2008 and well thereafter,” said JWT Worldwide Chairman and CEO Bob Jeffrey. “China's rise as a massive market is a rare and special gift for Western business. While extremely promising, the Middle Kingdom is rife with obstacles for even the most sophisticated multinational companies. Tom's book provides businesses with guidance on how to improve their chances of a good return on investment.”

In the foreword to the book, Sir Martin Sorrell, Chief Executive of JWT parent company, WPP, reinforces the book's premise by speaking of the growth and development he has witnessed since his first visit to China in 1989, as well as the significance of understanding the differences between China and the Western world.

With a focus on the link between culture and commerce and with its dynamically accessible prose, *Billions* will engage not only marketing and ad agency executives, but also anyone in any country with present or future business-to-business or business-to-consumer investment interests in the People's Republic of China. The book will also be embraced by local business and political leaders who are interested in understanding the "foreigner's view of China"; journalists and other members of the media who are covering the emergence of China as the world's next superpower and the run-up to the 2008 Olympics; and the Western public, who are fascinated by both advertising and the rise of China.

In writing the book, Doctoroff pulled from the vast knowledge he has gained over his 11 years working for JWT in Greater China. For the past three years, he has served as JWT's Greater China CEO and Northeast Asia Area Director. Under his stewardship, JWT Northeast Asia, which includes China, Taiwan, Hong Kong, and Korea, has emerged as one of the region's most integrated, creatively dynamic, and strategically insightful networks. In 2003, Doctoroff was named Regional Agency Head of the Year by the region's leading marketing and advertising publication, *Media* magazine, and in 2004, he received the prestigious Magnolia Government Award in recognition of his contributions to Shanghai's economic development.

Doctoroff arrived in Greater China in 1994 as a Regional Business Director; from a base in Hong Kong, he managed several of JWT's largest multinational clients across Asia Pacific, including Pepsi, Kraft, and Citibank. Four years later, he moved to Shanghai to become the Managing Director there, a role he held until he assumed his current position in 2002.

#### **About JWT**

JWT, which celebrates its 141st anniversary this year, ranks as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY). Some of JWT China's key clients include Unilever, the Diamond Trading Company, HSBC, Ford, Nestlé, B&Q, Unicharm, Lenovo computers, China Unicom, and 999 pharmaceuticals, among others.

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