



For Immediate Release

Tribeca Enterprises Names DDB New York Agency of Record and Branded Content Partner

Storytelling Is at the Center of Relationship

New York, NY – December 8, 2016: Tribeca Enterprises, a multiplatform storytelling company, has selected DDB New York, part of Omnicom Group (NYSE: OMC), as its agency of record. Effective immediately, DDB will be responsible for developing creative campaigns for the Tribeca Film Festival, as well as new partnerships with Tribeca Studios. The agency won the account without a review.

Since becoming Chief Executive Officer in January 2016, Andrew Essex has been elevating and diversifying the branded content Tribeca Enterprises produces in an effort to push brands to create stories that transcend traditional advertising. Through events and awards like the Tribeca Film Festival and the Tribeca X Awards, the most interesting stories and artists take center stage. But as the lines between advertising, film and technology continue to blend, the norms of storytelling are shifting and a new paradigm for branded content is emerging.

“We awarded the Tribeca business to DDB because of the agency’s renewed emphasis on storytelling and Wendy’s exciting vision for the agency of the present. DDB NY is the ideal partner for us: they bring a great legacy as well as a relentless focus on the future,” said Essex.

Tribeca Studios, the branded content arm of the company, will allow for opportunities where DDB and Tribeca can expand globally together on premium content for brands.

“We are really excited and honored to be working with such an iconic business and one that has storytelling at its heart. Andrew and his team are rightly ambitious and passionate about the potential of the Tribeca brand globally; we look forward to partnering with them to create some truly outstanding work,” said Chris Brown, Chief Executive Officer of DDB New York.

Tribeca Studios has been developing and producing original content in association with brand partners to deliver high-quality storytelling across the evolving media landscape by utilizing a network of filmmakers and an established track record in film and television production. Tribeca Studios has worked together with Dick’s Sporting Goods Films on the 2014 Emmy Award-winning documentary *We Could Be King*, the 2016 documentary *Keepers of the Game*, and *Kerry Walsh Jennings: Gold Within*; produced short films with Heidi Ewing and Rachel



Grady, Gini Reticker, and Morgan Spurlock for American Express; and partnered on film projects with United, Allergen, Prudential and more.

“The opportunity to expand the relationship on a global scale is truly compelling,” said Wendy Clark, Chief Executive Officer of DDB North America. “And we look forward to building on our values in support of the creative arts community. Tribeca Platforms for virtual reality and immersive storytelling as well as their TV program and Talks are areas we hope to expand on and build out in the industry.”

What started as an effort to revitalize a neighborhood has evolved into the premiere storytelling festival in the United States. Every spring the Tribeca Film Festival is a gathering place for leading creative talents from across the globe to share their passions, and provides an opportunity to discover new creators across the cultural spectrum. Year after year, the festival showcases extraordinary creatives, talents and stories, and introduces audiences to new actors, directors and originators.

The first work created by DDB New York is slated to launch at the 15th anniversary edition of the Tribeca Film Festival, presented by AT&T, taking place April 19–30, 2017.

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About Tribeca Enterprises

Tribeca Enterprises is a multiplatform storytelling company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, Tribeca provides artists with unique platforms to expand the audience for their work and broadens consumer access to experience storytelling, independent film and media. The company operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Studios, and Tribeca Film Festival International. In 2014, The Madison Square Garden Company acquired a 50% stake in Tribeca Enterprises, bringing together two of New York’s most important cultural and entertainment icons to enhance the reach and impact of both brands.

About the Tribeca Film Festival

The Tribeca Film Festival brings together visionaries across industries and diverse audiences to celebrate the power of storytelling. A platform for independent filmmaking, creative expression and immersive entertainment, Tribeca supports emerging and established voices, discovers award-winning filmmakers, curates innovative and interactive experiences, and introduces new technology and ideas through panels, premieres, exhibitions, and live performances.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001, following the attacks on the World Trade Center, Tribeca has evolved from an annual event to spur the economic and cultural revitalization of lower Manhattan to a gathering place for filmmakers, artists, innovators, and the global creative community. Through programs that embrace storytelling in all of its expansive forms—film, TV, online work, VR/AR, and music—TFF reimagines the cinematic experience and explores how art can unite communities.

ABOUT DDB U.S.

DDB U.S., part of the Omnicom Group (NYSE), is one of the country’s leading and most influential advertising agencies, with offices in New York, Chicago and San Francisco. DDB has been named Agency of the Year numerous



times by the industry's leading advertising publications and has been recognized by top awards shows including Effie, Cannes, CLIOs, The One Show, New York Festival and more. The agency's U.S. clients include McDonald's, Unilever, Mars, Johnson & Johnson, Qualcomm, Capital One and State Farm, among others. Founded in 1949, the agency is part of DDB Worldwide and consists of more than 200 offices in over 90 countries with its flagship office in New York, NY.

About Omnicom Group Inc.

Omnicom Group Inc. (NYSE-OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries. For further information on Omnicom and its brands, please visit www.omnicomgroup.com.

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