

OgilvyOne Re-affirms China Leadership Position with BrandOne Acquisition April 2002

OgilvyOne has acquired BrandOne, one of China's leading independent direct marketing firms. In so doing, OgilvyOne has re-affirmed its number one position in the market, and by its own estimates, is now twice the size of its nearest competitor in China.

Based in Beijing, BrandOne will continue to act as an independent company. It has 22 staff and clients include Northwest Airlines, Digital China and Yahoo!.

BrandOne was set up in 1999 by Paul Hu. Hu was previously marketing manager in Beijing for Northwest Airlines, an OgilvyOne client. Hu will report to Jennie Fan, National Managing Director for OgilvyOne China, who re-joins Ogilvy in May after a year studying in the USA. Fan was previously managing director of Ogilvy & Mather Advertising in Beijing, and before that, managing director of OgilvyOne in Taiwan. Fan's new responsibilities cover OgilvyOne's, OgilvyInteractive's, RMG's and BrandOne's offices in Beijing, Shanghai and Guangzhou. Fan takes over from Andrew Knott, who is now able to resume his main responsibilities as business development director for North Asia.