

YOUNG & RUBICAM BRANDS GENEVA FORGES WORLDWIDE FIRST FOR MARKETING COMMUNICATIONS

Where brands meet art - *Trans-Warhol Opera Dance*

Geneva, March 2007 – Communications agency Young & Rubicam Brands Geneva has secured a ground-breaking partnership with the Flux Laboratory, a renowned avant-garde Geneva cultural think tank. The partnership will offer Young & Rubicam Brands' clients unique opportunities to showcase their brands in creative and innovative ways. Key brand messages will be interpreted by Flux Laboratory artists and incorporated in a range of live performances and still life installations for the general public. The long term partnership will enable Young & Rubicam Brands to communicate brand messaging for its clients in a way believed to be a world first.

"I am particularly thrilled with our strategic alliance with the Flux Laboratory. Providing our clients with such a new medium is a great new opportunity", said Marcus Brown, CEO of Young & Rubicam Brands Geneva. "The media world we live in is saturated and fragmenting and brand owners are continually seeking new avenues. This partnership offers just this", Marcus Brown explained.

A first initiative will be sponsorship of Flux Laboratory's forthcoming event *Trans-Warhol Opera Dance* on March 8th, 9th and 10th in Batiment des Forces Motrices, Geneva.

The multiple discipline event will reinvent the definition of product placement by taking the brand centre stage. The production will continue Andy Warhol's view of the importance of the brand through visual interpretation, the voice and the moving body.

"The brands featured on stage will be presented in an integral and entertaining way in the framework of the stage arts", said Cynthia Odier, founder of the Flux Laboratory.

"Andy Warhol was the pioneer of artistic marketing and the movement he launched, pop art, totally fits the mission of the Flux Laboratory, which is to help the arts to help business grow", added Cynthia Odier.

In addition to Young & Rubicam Brands Geneva, brands such as Christie's, Switcher, Bon Génie Grieder, La Loterie Romande and Teo Jakob will take part in the opera-dance.

The opera is written by the American poet Kenneth Goldsmith and put to music by the composer Philippe Schoeller. The dance element is directed and choreographed by Nicolas Musin, artistic director to the Flux Laboratory.

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About Young & Rubicam Brands Geneva, Switzerland

Young & Rubicam Brands Geneva is an integrated marketing agency that focuses on delivering clients 'ideas before advertising, ideas beyond advertising'. The office houses under one roof Group companies, Y&R (advertising), Cohn & Wolfe (public relations), Wunderman (relationship marketing), Landor (branding & design) and Y&R Business Communications (B2B communications) as well as Y&R Business Consultants and media planning and buying through Mediaedge:CIA. Through an internal accounting philosophy and system that removes the need to promote a particular discipline - clients are assured of a marketing approach that provides the best possible return on their total marketing budget.

Young & Rubicam Brands Geneva is a member of the WPP Group, one of the world's largest communications services groups.
For further information, visit www.yr.com

About the Flux Laboratory

The Flux Laboratory, founded in 2003 by Cynthia Odier, is a non-profit space of innovation and interaction. Its goal is to create, experiment with and nurture new relationships between the world of art and business. Organised as a community and work group, Flux Laboratory is open to the world as an active player and thought-leader. Hosting a plethora of events, Flux laboratory also produces and supports world class performing arts projects.

For more information, visit www.fluxlaboratory.com

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