

## **Kinetic Moves into China**

May 21 2008, Shanghai: Kinetic, the global leading out-of-home (OOH) planning and buying specialist, just grew bigger again with the launch of Kinetic China today.

With a name synonymous with movement, Kinetic China has chosen to announce its entry into China with "Reach the Moving World", an exhibition featuring the most innovative solutions in OOH media in China, currently running at Infiniti Square in Shanghai.

With offices in Shanghai, Beijing and Guangzhou, and headed by Managing Partner, Jim Liu, Kinetic China will increase Kinetic's presence in Asia to six countries which include India, Singapore, Malaysia, the Philippines and Thailand.

Kinetic was globally formed by merging Poster Publicity and Portland Outdoor in 2005 and has quickly become the leading global independent planner and buyer of OOH media with billings of US\$4.4 bn and a presence across 23 markets. Portland China, China's largest OOH media agency, will now operate under the Kinetic brand.

Kinetic global CEO Eric Newnham said, "The launch of Kinetic in China, one of the fastest growing markets in the world and the world's third largest advertising market, will greatly enhance Kinetic's position as the world's top OOH specialist. Being part of a global network will allow Kinetic China's clients access to our resources in all major markets and our best brains and talents across the Kinetic network."

Kinetic China Managing Partner, Jim Liu said, "Kinetic China aims to play a more dynamic role in providing creative solutions and strategic insights for our clients, across all OOH formats to engage with people on the move. With rapid technology, OOH is poised to grow rapidly as marketers get more choice and OOH formats become more sophisticated. Riding on that, we want to make things happen for our clients by delivering effectiveness, accountability, measurement and best practices."

GroupM China CEO, Bessie Lee commented, " According to the GroupM This Year Next Year media forecast report, we predict the China outdoor advertising expenditure growth to continue at 13% and 26% respectively in 2008 and 2009. This strong growth is fueled by demand and the creation of exciting new formats. The launch of Kinetic China will consolidate the strength of our OOH offering in China and speed up the development of the market to our clients' advantage."

## **About Kinetic**

Kinetic is the leading Out Of Home media agency, 50% owned by Kinetic management and 50% owned by WPP. Kinetic is led by global CEO, Eric Newnham and the Kinetic management team. Kinetic offers clients wide-ranging specialist expertise through its complementary service divisions, including Aviator, Immediate Intelligence, Destination Media Group, Kinetic Mobile and Hi Resolution. Kinetic employs over 900 professionals across 42 offices including the UK and US. The agency has global billings of US\$4.4 billion.

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