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Grapefruit Design creates DDB San Francisco website

Iasi, January 14, 2004-Grapefruit Design created the new corporate web presence for DDB San Francisco, a part of the DDB Worldwide Communications Group. The website is online at www.ddbsf.com.

Undertaken in partnership with San Francisco-based Distilled Group, the project combined a number of challenging creative and technical requirements that were specific to a global provider of marketing communication services. Developed in Macromedia Flash®, the new web site offers a complete overview of DDB/SF in a straightforward, yet elaborate manner, performing essential communication duties for an agency that serves some of the world's most discerning clients.

"The new DDB/SF website is yet another confirmation of the level of expertise we have reached in the field of interactive design. It comes to prove that a collaborative model of work between agencies with clearly defined specializations is highly successful," remarked Stefan Liute, Strategy Director Grapefruit Design.

DDB San Francisco (www.ddbsf.com) is one of the top package goods communications agencies in the United States. As the newest domestic office in the DDB Worldwide network, DDB/SF opened in 1996, and has increased its billings 4-fold in just 4 years. DDB (www.ddb.com) is the largest advertising agency in the United States and the third largest agency worldwide (based on consolidated gross income). The agency has been named "Global 2003 Agency of the Year" by both AdWeek and Advertising Age.

Grapefruit Design (www.grapefruitdesign.com) is a brand identity and interactive media consultancy based in Iasi, Romania. The client list includes international clients like Eli Lilly, International Corporate and Brand Identity Centre and The Cayenne Group, as well as large Romanian companies such as Connex (Mobifon SA), Mercury Research and Siveco Romania.