

Design Business Association Press Release

For Immediate Release: 22 June 2004

DBA to host first design seminar at Cannes Festival

Today the DBA hosts the first ever design seminar at the international Cannes Advertising Festival.

Over 400 business leaders and advertising executives are expected to attend the DBA seminar, chaired by Chief Executive, Deborah Dawton on the value of effective design to business. The DBA will launch its new website, highlighting member consultancies at the Festival which attracts 8,500 delegates from global brands such as Toyota, Heineken and Procter & Gamble and 600 international press.

Two DBA members will present case studies that illustrate the central role that design takes in integrated consumer brand experiences for FCUK and Cadbury Schweppes.

John Harvey, Managing Director of Din Associates will show how French Connection and Nicole Farhi, which started out as UK based wholesalers of clothing, have now become a world-wide brand experience through a fully integrated approach to design and advertising. For 15 years Din Associates has worked with these brands to create definition through the built environment, point of sale, packaging and advertising.

Peter Shaw, Marketing Director and Stuart Dickinson, Creative Director of Corporate Edge will present their work for Cadbury Schweppes, the world's biggest confectionery company, which for the past four years has focused on creating a totally new corporate persona. Starting with the establishment of a new 'Core Purpose', Corporate Edge will demonstrate how Cadbury Schweppes has moved from an identity and personality more redolent of its old fashioned English roots, to a new expression of its actual international status through vivid design and communication.

Deborah Dawton, Chief Executive, DBA comments: "This is an incredible opportunity to raise the profile of design and our member consultancies to an international audience. The DBA is the gateway to world-class UK design consultancies and we will be highlighting the services and business forums we provide both for design consultancies and the potential clients in the room."

The new DBA website www.dba.org.uk will be launched at the Festival. Designed by Lloyd Northover, the site has been overhauled to give greater clarity to the many services offered to design consultancies and clients searching for agencies on-line.

- Ends-

For further information, please contact:

Katharine Boness, Head of Communications, DBA

T: 020 7251 9229

E: katharine.boness@dba.org.uk

Notes to Editors:

The DBA

The DBA is the trade association for the UK design industry and acts as a primary intermediary between design and business to promote effective design as an enhancement to business growth and profitability.

www.dba.org.uk