

UBS Brand Treads the Red Carpet

Contributed by Harris Interactive

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Research Excellence Award adds to Harris Interactive's pedigree

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"A group of 475 advertising professionals was on hand in New York for one of the most anticipated nights in the world of communications - the 2005 ARF David Ogilvy Awards for Excellence in Advertising Research - and saw UBS receive top honors in the services category for its use of research in the development of the "You and Us" brand strategy and advertising campaign.

In the award recognition, financial services giant UBS was cited for the depth and breadth of its research, designed to help it overcome the many challenges to forging and communicating a relatively new global financial services brand.

"Our

rebranding effort has been very important to the firm since 2001," said Oliver Loch, UBS global head of brand research, who accepted the award.

"The strategic research gave us the kind of understanding required to develop a winning strategy, for both internal and external audiences. We are honored to have this research recognized with an Ogilvy Award."

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Interactive, through recently acquired WirthlinWorldwide, conducted core strategic research underpinning the creation of the new UBS brand.

"The

team from Harris Interactive worked side-by-side with us to identify and explore the key perceptions, values and emotions that drive financial services decisions for each of our stakeholder groups. This work gave us key insights that will continue to help shape our brand and communications strategies for years to come," Loch said.

"We

are so proud to have contributed to this effort," said Pat Kidd, Harris Interactive vice president and co-leader of the research and consulting team. "To have worked so closely with the team at UBS to develop a clear understanding of their audiences, and help turn that into such a wonderful campaign was reward enough. To have that work recognized by the ARF and our peers is icing on the cake."

Harris Interactive

and recently acquired WirthlinWorldwide combined have a total of five Ogilvy awards to their credit. This heritage of award-winning work is a testament to the firm's dedication to helping clients achieve clear, material and enduring improvements in performance.

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Interactive's research staff was part of a team UBS brought together for its branding effort. Others included were Publicis Advertising and Prophet, a brand consulting firm.

About UBS

UBS is a leading financial firm, combining financial strength with a reputation for innovation and a global culture that embraces change. UBS is one of the world's largest wealth managers, a premier investment banking and securities firm, and one of the largest global asset managers. In Switzerland, UBS is a market leader in retail and commercial banking.

Headquartered in Zurich and Basel, UBS employs around 67,000 people, and has operations in over 50 countries and in all major financial centers.

About Harris Interactive?

Harris Interactive

Inc. (www.harrisinteractive.com), the 15th largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll? and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through U.S. offices and wholly owned subsidiaries: London-based HI Europe (www.hieurope.com), Paris-based Novatris (www.novatris.com), Tokyo-based Harris Interactive Japan, through newly acquired WirthlinWorldwide, a Reston, Virginia-based research and consultancy firm ranked 25th largest in the world, and through an independent global network of affiliate market research companies.