



Copy for October Fresh Picks Digest (a monthly digest of highlighted articles on Ogilvy's intranet)

Don't panic! October's Fresh Picks offer calmness, wisdom and new vision, not to mention a good meal. You will learn about staying calm when questioned on the true definition of PR; watch David Ogilvy speak his famous wisdoms on film, and experience new vision with Ogilvy Malaysia's launch of Maxis 3G. Also, witness the results of triangle transference from Toblerone and munch on some Czech cheese (and fish, and bread) with KlasA.