



# PUBLICIS COMMUNICATIONS

## **Publicis Communications Announces Priorities & Key Appointments**

PARIS – Jan. 13, 2016 – Following Publicis Groupe's announcement [**Euronext Paris: FR0000130577, CAC 40**] on December 2, 2015, about its new organization, Publicis Communications is now up and running as a new solutions hub. All global creative networks - Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, and BBH - as well as Prodigious, a world-class production company, and MSLGROUP, a specialized communications network, are now united under the leadership of CEO Arthur Sadoun.

Publicis Communications' vision is to become the indispensable creative partner of its clients in their own transformation.

The hub will act with all operations as an internal accelerator that enables transformation by consolidating cutting-edge capabilities and turning them into resources available to all clients, while strictly respecting their confidentiality.

The three guiding principles of Publicis Communications' strategy are:

### **Creativity at the core.**

Publicis Communications clients will have full access to the entire range of the hub's unrivalled creative firepower. A creative board chaired by Mark Tutssel brings together its global creative leaders. As a newly formed team, Publicis Communications is the number one creative force in the top 20 markets where it operates.

The Drugstore, our start-up incubator, will allow Publicis Communications clients access to creative innovation and guidance in transforming their own business models. Currently present in London, Johannesburg, Sydney and Zurich, The Drugstore will continue to roll out in all of Publicis Communications' key markets by the end of the year.

With the support of the newly formed Publicis Media solutions hub and Publicis.Sapient, Publicis Communications will put in place end to end platforms to ensure that consumer and brand insights, boosted by data and technology, are seamlessly leveraging creative ideas, for the benefit of all its clients.

### **Full access to unrivalled capabilities for all clients.**

With over 7,000 digital experts within Publicis Communications, including 4,000 within our global digital network Nurun, and the support of the Publicis.Sapient solutions hub, every network will have access to centers of excellence and state-of-the-art capabilities to bring the best solutions and services through social, mobile, CRM or e-commerce.

Thanks to Prodigious, a global leader in production platforms, all agencies will have the means to develop tailored, multi-channel content to deliver more for less to our clients.

In order to deliver the most advanced shopper marketing capabilities to our clients, specialized agencies Arc, Saatchi X, Vivid and The Creative Counsel will be brought together under the Arc brand. This will create an unparalleled global leader in this space.

Together with MSLGROUP, the hub has built the model 'Conversation to Commerce', to transform content into sales and combine influence, brand management and commerce. It is a model deemed so revolutionary that it was central to convincing P&G to assign MSLGROUP significant additional global business after a competitive review. This powerful application will be available to all clients and agencies.

### **Leaner, Faster and Acting as One.**

The management of Publicis Communications will be led by a Global ComEx, empowered client leaders and country leadership teams.

Brands' cultures and personalities will be preserved and further nurtured.

The Publicis Communications Global ComEx is composed of global network leaders. Saatchi & Saatchi is represented by Robert Senior and Justin Billingsley and Leo Burnett by Tom Bernardin and Rich Stoddart. Andrew Bruce and Loris Nold represent Publicis Worldwide alongside Neil Munn for BBH, Guillaume Herbette for MSLGROUP and Jean-François Valent for Prodigious.

Four key positions are being created at ComEx level: Sophie Martin-Chantepie is appointed Chief Talent Officer, Charlotte Duthoo, Chief Transformation Officer, Patrick Dumouchel serves as global CFO and Bill Cochrane as CFO for North America.

As stated in the announcement of December 2, 2015, the most important change is to turn our organization on its head and place our clients at the core of our new model. We will offer them the best of what the market has to offer, while fully respecting the confidentiality of each client's strategy and plans. Client leaders – and the soon to be appointed global Chief Client Officers at the Groupe level – will be the pillars of the Publicis Communications structure, reporting directly to the ComEx members.

Key executives in each of Publicis Communications' main markets will form the country leadership teams. These teams will coordinate Publicis Communications operations in the country under the supervision of a member of the Global ComEx.

*"Publicis Communications is an incredible union of talent and expertise. I would like to thank Maurice Lévy for this opportunity to lead such a formidable force for our clients, our agencies, and our people. By investing in our creative excellence, boosting our networks with the right capabilities and reinventing our internal structures we will make all of our brands stronger, both individually and collectively,"* said Arthur Sadoun, CEO Publicis Communications.

### **About Publicis Communications**

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe's creative offering : Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, as well as, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications.

Present in over 100 countries, Publicis Communications aims to deliver transformative work to its clients and to attract the best talents in the industry. Publicis Communications draws upon the expertise of over 35,000 employees.

Creative Reel: [https://youtu.be/PjY9oXZ6\\_B0](https://youtu.be/PjY9oXZ6_B0)

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