



Publicis One Announces its Local Leadership in Asia

(Manila: 22 April 2016) Publicis One announced today its local leadership in Asia, nominated by Nicolas Menat Regional Chief Executive Officer. Publicis One is a future-forward business model which the Groupe will be implementing across fifty markets globally – outside of its top twenty markets. With more than 7,500 employees, the Publicis One operation is spread across Latin America, Europe, Middle East, Africa and Asia.

Recognising the simultaneous need for specialization and integration in marketing today, Publicis One is built with marketers' interest at the centre and strives to be the top integrator of best-in-class specialists. This model is intended to provide clients with end-to-end solutions, including easy and flexible access to a diverse set of experts and capabilities. Brands under the Publicis One umbrella in the Philippines include Leo Burnett, Publicis Manila, Publicis JimenezBasic, Starcom Mediavest, Zenith Optimedia, Arc and Black Pencil.

"We are looking forward to the new possibilities we can create with Publicis One in Asia. Over the years, we have developed a strong suite of capabilities via all our agency brands that address our clients' communications needs. The Publicis One set up will take us a step further, allowing us to offer our clients more holistic plans that address their needs for integration and specialization today," said Menat.

At a local management level, Publicis One will be led by a board which will include Raymond Arrastia who has been appointed Chief Executive Officer of Publicis One Philippines. Currently Managing Director of Leo Burnett Group Manila, Arrastia has more than 25 years of experience in marketing and advertising. An accomplished industry leader in the country, he has extensive experience across multiple disciplines and has worked with a wide-ranging portfolio of clients.

Jennifer Santos has been appointed Chief Media Officer, with a focus to leverage the combined scale of the Publicis One Philippines media assets to drive value for clients. Santos is Chief Executive Officer of ZenithOptimedia in the Philippines and is a respected market veteran with more than 17 years of experience.



In addition, Bebot Sy Ngo, Chief Executive Officer of Publicis JimenezBasic, joins as a member of the board and will continue the development of Publicis JimenezBasic's clients in the Philippines.

Finally, Abraham Alvero will be Chief Financial Officer and Leah Carag-Ocampo will be Chief Talent Officer of Publicis One Philippines.

As all agency brands will continue to exist and operate within the Publicis One set up, all appointed board members will maintain a dual role alongside their brand leadership roles.

All of the above newly-appointed leaders of Publicis One are already in their new roles and are fully operational in their respective markets.

"Publicis One is a strategic reorganization of our best capabilities into a model that allows us to move more creatively, nimbly and efficiently in line with the speed of our clients' business today. In Asia, under the leadership of Nicolas, who is well-versed in the operations of the Publicis One model and familiar with region, with support of our strong, proven local leaders, I'm convinced we will be able to deliver value and growth for our clients," said Jarek Ziebinski, Global CEO, Publicis One. "With the Publicis One model, I also believe that we are creating a whole new canvas for our talent which will inspire the new kind of creativity brands need today."

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About Publicis One

[Publicis One](#) is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 7,500 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients.



About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation. Active across the entire value chain, from consulting to creation, and production, Publicis Groupe offers its clients a transversal, unified and fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications**, **Publicis Media**, **Publicis.Sapient** and **Publicis Health**. These 4 Solutions hubs operate across principle markets and are carried across all others by Publicis One. **Publicis One** is a fully-integrated services offering making the Groupe's expertise available to all clients under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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