



PUBLICIS WORLDWIDE

Press Release

**Publicis Worldwide Appoints David Droga
Worldwide Creative Director**

Paris, December 13, 2002---David Droga has been appointed Worldwide Creative Director of Publicis Worldwide, one of the three global advertising networks of the world's fourth-largest communications group.

David Droga, 34, has had an exceptional international award-winning career, with the most recent recognition being this year's award by Ad Age Magazine as the World's Top Creative Director 2002. His agency, Saatchi & Saatchi London, where he has been Executive Creative Director, was named this year "Global Agency of the Year" at the Cannes International Advertising Festival 2002, and the UK's Number 1 Ranked Agency for Income Earned by Campaign Magazine.

His international career led to top awards for the agencies with which he was affiliated. This included International Agency of the Year Award for Saatchi & Saatchi, Singapore and Agency of the Year Award for Omon Sydney.

He commented, *"Saatchi & Saatchi London has been the most rewarding three years of my career to date. That gives me great confidence to become the Worldwide Creative Director of Publicis Worldwide, a formidable network with a huge creative mandate"*.

Maurice Levy, Chairman and CEO of Publicis Worldwide, said *"I want Publicis Worldwide to be the best creative network in the world. I have chosen the man who I believe is the best creative director today. Dave has the passion, the energy, and the talent to make Publicis Worldwide the best. He has an amazing track record of amazingly-relevant campaigns which win awards and market share."*

David Droga's bio follows.

Seth Goldschlager : 33 (0)1 44 43 72 42

Contacts:

Eve Magnant : 33 (0)1 44 43 70 25

DAVID BJORN DROGA

1999 – present: Executive Creative Director

Saatchi & Saatchi London

Member Saatchi & Saatchi Worldwide Board.

Major highlights: "Global Agency of the Year" Cannes International Advertising Festival 2002.

Named "World's Top Creative Director"
Ad Age Magazine 2002.

UK's Number 1 Ranked Agency for Income Earned
Campaign Magazine July 2002.

Named one of the forty most influential people in Europe under the
Age of 40.
Media Magazine 2001.

1996-1999: Regional Creative Director
Saatchi & Saatchi Asia

Executive Creative Director
Saatchi & Saatchi Singapore

Major highlights: Singapore office is named "International Agency of the Year"
Ad Age Magazine 1998

Saatchi & Saatchi Asia
Regional Agency of the Year
Media Marketing 1999.

Asia's fastest growing agency
Media Marketing Magazine 1998

Major highlights cont'd: Asia's most awarded agency 1997, 1998, 1999

Campaign Brief Magazine

Voted one of the world's ten most important advertising figures

Taiwanese Media Communications Magazine 1999

1992-1996:

Partner/Creative Director

Omon Sydney

Agency of the Year

Campaign Brief – 1991, 1993

1988 – 1992:

Writer

Omon Sydney

1987 – 1988:

Australian Writer & Art Directors School

Winner Top Student Nationally.

Major Awards Won:

Cannes Lions 42 (over 100 Finalists)

One Show Pencils 23 (over 100 finalists)

D&AD 7 Pencils (over 100 finalists)