

Lastminute.com awards Publicis London Pan-European Creative Account

London, 29th November 2017

Lastminute.com the online travel and leisure retailer has awarded Publicis London its Pan-European creative advertising account in a competitive pitch against a number of undisclosed agencies.

The above-line-account win includes TV, VOD, Print, and Social.

The agency has been tasked with developing an innovative, creative platform that will cut through what has become an increasingly saturated market.

Yannic Pluymackers, CMO of lastminute.com group said: *"We're very much looking forward to working with Publicis. In a challenging industry, we have the ambition to stand out from the crowd and maintain our position as one of the leaders in the online travel market."*

Guy Weynk, CEO, Publicis UK & Western Europe said: *"Lastminute.com is one of the original category disrupting challenger brands, so we're extremely excited to be able to work with them. We look forward to creating a forward-thinking platform that thrives on the brand's inherently fun appeal while driving emotional motivations to travel."*

The first piece of work from Publicis London will launch in early 2018.

About Publicis Communications

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



Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

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