



BLUE 449

Global Version

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OPTIMEDIA | BLUE 449 TO REBRAND AS BLUE 449 GLOBALLY

Optimedia | Blue 449, the open source media agency of Publicis Media, is simplifying its name to Blue 449. In addition, the agency is rebranding all six remaining Optimedia offices and Match Media in Australia to Blue 449.

Publicis Media created Optimedia | Blue 449 in March 2016 as the “Open Source” brand for the Group, merging the Optimedia brand with fledgling Blue 449. In nine months the combined brand has gone from strength to strength with wins including DJI, Asda, Home Away, Kayak, Alibaba, Hewlett Packard Enterprise and Reliant/NRG. With a Global presence across 14 core markets, 22 offices Blue 449 intends to launch a further eight offices including Singapore, Mexico, Taiwan and Bulgaria by the end of 2017 increasing their footprint across EMEA, APAC and the Americas

Andras Vigh, Blue 449 Global Brand President said “Our Blue 449 journey started only 19 months ago but over 18 years ago for Optimedia and 13 years ago for Match. By bringing together the brands we are creating a unique agency that is truly scaled with our “Open Source” philosophy. Our focus this year has been to create a consistent global footprint and an aligned name. Blue 449 will help us to drive our product and our clients’ businesses, to live up to our mantra that we are always in beta and continue our innovation in creativity and data through media. Exciting times ahead.”

“We are bringing the best of two agency cultures together to best serve both our clients, as well as our employees worldwide,” said Dave Ehlers, CEO of Optimedia US. The energy of the Blue 449 brand is contagious and we are fired up for the world to see more customized client services with a renewed focus on data and content, as well as trust, talent and transformation.”

John Preston, CEO Match Media said “Match was acquired by the Publicis Groupe in June 2015. One of the reasons we partnered with Publicis was to be part of Blue 449. Our entrepreneurial spirit continues as we are part of a relatively new global brand that embraces the intersection of data and ideas. This next evolution of Match as Blue 449, further powers us as a global brand that provides our people with unified purpose. It brings to our client partners a more worldly view of media along with access to the latest technology and a suite of world class platforms and tools. Our management team remains unchanged and James Simmons our COO and I will continue to lead the agency. We will proudly open our doors to business on the 9th January as Blue 449.”

About Blue 449

Blue 449 (www.blue449.com), the Open Source Media Agency is one of the five brands of Publicis Media. Its open source philosophy means operating at the intersection of media, ideas, data and technology to deliver inventive, collective progress for their clients. Its Blue Collective, like-minded individuals and organisations from across the globe, provide additional expertise and inspiration as do the global practices of Publicis Media. Led by Andras Vigh, Global Brand President, Blue 449 operates in 14 markets, 22 offices and will expand further during 2017. It employs over 1200 employees.

We are one agency, many territories, no boundaries. Twitter @blue_449



BLUE 449

About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of five global brands, Starcom, Zenith, Mediavest | Spark, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 17,500 employees worldwide. Twitter: @PublicisMedia.

About Optimedia

Optimedia – www.optimedia-us.com – is a leading media services agency and is part of Publicis Media, with over 360 people working in 6 offices across the United States. Optimedia delivers to clients the best possible return on their communications investment, applying a rigorous and objective approach to improving the effectiveness of marketing spend. This is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. Optimedia offers clients a full range of integrated skills across communications planning, value optimization, performance media and content creation. Our key clients include Bridgestone, Denny's, Liberty Mutual Insurance, Nintendo, Richemont, Sanofi, T-Mobile and Whirlpool.

About Match Media

In June 2015 Match was acquired by Publicis Groupe to become part of the Blue 449. Match is a multi-award winning agency, globally recognised by the Warc 100 as the 19th best media agency in the world. Match is also ranked 17th in the Best Places to Work Survey Asia for small to mid-sized companies. Founded in 2003 Match bills in excess of \$200million and has a staff of over 100. Match specialises in media strategy and buying, digital planning and buying, search, social and analytics and are experts in unjumbling today's complex media landscape. Match Mission is to simply help clients grow by creating work that works. Further information on Match Media can be found at www.matchmedia.com.au