



Press release

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DIGITAS

LBI

Publicis Groupe to create the world's leading digital network

DigitasLBI will pool the global market leadership and cutting-edge skill-sets of top agencies Digitas and LBI

"Advertisers need a truly integrated and global digital network," said Maurice Lévy, Chairman and CEO of Publicis Groupe. "The combination of Digitas and LBI will create the world's leading concentration of digital skills and competencies in the world, capable of delivering solutions to all clients, everywhere. I'm very happy that Luke will be managing this new global network. I'm sure that he will bring innovative vision and market-defining services to our clients, and this is and will always be our relentless focus."



Publicis Groupe (EURONEXT Paris: FR0000130577) will merge Digitas and LBI, to form the leading, fully integrated global digital agency network, with digital marketing and technology capabilities at the core. The new network, to be named DigitasLBI, will be led by LBI Chief Executive Luke Taylor, who has been appointed DigitasLBI's Global CEO.

Highlighting Publicis Groupe's leadership of the crucial, fast-moving digital sector, DigitasLBI will be the most complete digital agency network in the world, leveraging the longstanding dominance of Digitas in the USA -- where it is the largest digital agency -- together with LBI's strong position in Europe and the leading position enjoyed by both agencies in Asia Pacific. DigitasLBI will comprise 5,700 best-in-class digital and technology experts in 25 countries around the world. DigitasLBI clients include American Express, Coca-Cola, Delta, eBay, L'Oréal, Johnson & Johnson, Mondelez P&G, Nissan, Sprint and Starbucks.

Digitas and LBI share strong grounding in digital, including data, direct, social, search and platform delivery. Pooling these cutting-edge skillsets, DigitasLBI's outstanding service offering will provide clients with unique depth and breadth of expertise across the widest range of digital disciplines, including strategy & analytics, performance marketing, service design, e-commerce, brand strategy, content development, mobile, market research, CRM, search and social media.

The new digital network's 'end-to-end' proprietary technology suite will include LBI's Audience Engagement Platform as well as Digitas' CRM365 Intelligence Platform and award-winning BrandLIVE. The combination of these technologies and surrounding services will allow DigitasLBI to form a uniquely perceptive view of the customer and distribute creative content efficiently across earned, owned and paid media channels, driving marketing effectiveness and delivering better value to brands.

"Advertisers need a truly integrated and global digital network that can anticipate trends, forecast the 'next', while constantly innovating in our ever-changing world," said Maurice Lévy, Chairman and CEO of Publicis Groupe. "The combination of Digitas and LBi will create the world's leading concentration of digital skills and competencies in the world, capable of delivering solutions to all clients, everywhere. I'm very happy that Luke will be managing this new global network. I'm sure that he will bring innovative vision and market-defining services to our clients, and this is and will always be our relentless focus. The formation of DigitasLBi is an essential landmark. It will certainly be the most competitive, attractive network in the market for both clients and talent.

As Global CEO of DigitasLBi, Luke Taylor will report directly to Bob Lord, CEO of Publicis Groupe's Digital Technology Division. A team of senior LBi, Digitas and Publicis Groupe executives will oversee the merger process under the leadership of Stephan Beringer, CEO, Digitas and Razorfish International, ensuring flawless delivery of the newly enhanced service offering to clients in every geography.

"One of the key strategic tenets of the combined DigitasLBi offering is the scalable, flexible technology and product suite that will help meet the full spectrum of marketer needs from audience engagement, to sense-and-respond content development and publishing, to real-time relationship marketing," said Bob Lord, CEO of Publicis Groupe's Digital Technology Division. "This is an exciting union between two powerful brands, with complementary strengths in product and service that will redefine the role of an agency."

Between them Digitas and LBi have a strong, shared heritage in digital that delivers strength and depth across all data, direct, social, search and platform delivery disciplines. Digitas has long been known for digitally-led, integrated brand ideas with roots in CRM and connected commerce. LBi meanwhile has a historic strength in service innovation and multi-channel delivery and, following its acquisition of bigmouthmedia in 2010 and MRY in 2011, is able to leverage a breadth of search and social expertise along side its creative, technology and user experience skillsets. In 2012 LBi and Digitas received a combined total of over 200 awards globally. Specifically, Digitas won two Cannes Lions Grand Prix last year, whilst LBi secured the SXSW People's Choice Award. Digitas was also recently named OMMA Agency of the Year 2012 and LBi UK Digital Agency of the Year 2012 by *Marketing* magazine.

"DigitasLBi represents the first time that insight, content and distribution has been brought together in one agency, providing clients with a truly integrated, best-in-class, global offering," said Luke Taylor, Chief Executive of DigitasLBi. "I'm thrilled to have been appointed to oversee the genesis and strategic evolution of DigitasLBi and harness the unique opportunity to leverage an unparalleled breadth of geographies, services and proprietary technologies to pace set the markets."

Sitting alongside sister Publicis Groupe digital brands Razorfish and Rosetta, DigitasLBi cements Publicis Groupe's ambitions in this critical area for its clients and the future of the communications sector. Publicis Groupe's share of revenue derived from digital operations is now over 35%, enhancing its ability to deliver innovative and best-in-class services to clients.

Colin Kinsella continues in his role as Chief Executive, Digitas North America, while Ewen Sturgeon remains Chief Executive of LBi, Europe, Middle East and Asia.

The creation of DigitasLBi will not affect MRY, which will remain a standalone entity under the leadership of founder and Chief Executive Matt Britton. With an enhanced headcount and service offering, MRY will continue to operate as an integrated agency with a social center of gravity.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital (Digitas, Razorfish, Rosetta, VivaKi, LBi), traditional advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media buying and strategy (Starcom MediaVest Group and ZenithOptimedia) and specialized communications with PHCG (Publicis Healthcare Communications Group). Present in 104 countries, the Groupe employs 58,000 professionals.

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