



Press release

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EUROPE 2013: A CONTINENT ADRIFT

A PUBLICIS GROUPE STUDY ON EMERGING FROM RECESSION IN EUROPE

" We must hope that it will inspire decision-makers to put an end to their illusions about growth on credit, via galloping levels of debt — and that they will now lead a determined drive for the structural reforms and public spending cuts that can be the only basis for a European future grounded in healthy, solid and sustainable growth" declared Maurice Lévy, Chairman and CEO of Publicis Groupe.

How will Europe find its way out of recession —and indeed, will it ever do so? Who will emerge from this trial stronger, and who will have been weakened?

How are ordinary Europeans reacting to the recession? Do they fear the worst is yet to come, or feel that better days are coming? How do they think their countries will overcome the crisis —deploying what assets, what skills, thanks to which decisive actors? What reforms are Europeans prepared to envisage in order to re-boot economic growth and push back unemployment? Which measures do they view as necessary, acceptable, indispensable —or, on the contrary, pointless, even counter-productive? Finally, how and to what extent are they prepared to reshape their daily lives in order to adapt to the new reality?

In order to explore these topics with depth and insight, Publicis Groupe [EURONEXT PARIS: FR0000130577] recently set up an unprecedented and ambitious new Europe-wide study grounded in two parallel and complementary investigations.

- A quantitative study by Ipsos/CGI across six of the most symbolically vital countries of the European Union: France, Germany, Great Britain, Italy, Spain and Poland.
- A qualitative online study led by FreeThinking —Publicis Consultants's collaborative research lab —to look at five communities in France, Germany, Great Britain, Italy and Spain.

These two complementary studies outline the contours of Europe's economic and social landscape, as seen by its citizens. They also paint a portrait of their personal economic situations, whether or not recession has hit them hard— how and what they consume, their fears, and their hopes for the future.

Maurice Lévy, Chairman and CEO of Publicis Groupe, declared *“This study is disturbing — and thus extremely useful — in many different ways. Ultimately, I think, its main take-aways are these:*

- Yes, the effects of this recession will be deep, cruel and lasting. Given the degree of disenchantment now evident, and the corrosive nature of its underlying causes — distrust, multiple forms of suffering, disengagement and rage — the task of reconstruction that must be engaged by the leaders of our political, economic and social institutions is simply immense. It would be criminal to underestimate this, or to remain oblivious to it.

- Europeans feel that the business sector will have an essential role in ending the crisis, and this magnifies our responsibility as heads of companies. Never has there been such a strong requirement of invention and re-invention, or so great a duty to boost employment.

- Profound shifts are currently taking shape among consumers, and business leaders will need to anticipate these. Yesterday's formulas will not work any longer. We need to find new solutions through innovation, inventivity, and precise and attentive marketing.

- Closer to home, I note that the French are the most pessimistic of all Europeans in this study, for they see clearly that real reforms have not yet been effected and are anxious about the absence of a clearly outlined future.

“There can be no hope without fear, and no fear without hope” said the great 17th century philosopher Baruch Spinoza. Here we see the fear of a somber future. We must hope that it will inspire decision-makers to put an end to their illusions about growth on credit, via galloping levels of debt — and that they will now lead a determined drive for the structural reforms and public spending cuts that can be the only basis for a European future grounded in healthy, solid and sustainable growth”.

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Contacts

Publicis Groupe

Peggy Nahmany
Martine Hue
Stéphanie Atellian

Communication corporate
Investor Relations
Investor Relations

+ 33 (0)1 44 43 72 83
+ 33 (0)1 44 43 65 00
+ 33 (0)1 44 43 74 44