

Publicis One Announces Local Leadership in Japan

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Publicis One Asia announced today its local leadership in Japan, nominated by Nicolas Menat, regional Chief Executive Officer. Publicis One is the global communications enterprise that unites all of Publicis Groupe's agency brands and assets under one roof, one leadership, in 50 countries. With more than 8,000 employees, the Publicis One operation spreads across Latin America, Europe, Middle East, Africa, and Asia.

Floriane Tripolino has been appointed Managing Director of Publicis One Japan, which is the integration of 3 different entities: beacon communications, Saatchi and Saatchi, and MSLGROUP. As a French-Italian who worked in France, Germany, Russia and Singapore, Tripolino brings more than 15 years of international experience and leadership to the role.

"I believe in partnering with my clients, getting familiar with their business in order to come up with innovative "end-to-end solutions" leveraging new agency capabilities that have measurable impact on our clients' business. In an increasingly complex and fast-changing environment, our role is to provide our agency brands with a rich eco-system in which they can thrive, while staying true to their DNA."

Tripolino is already in her new role, and is based out of the beacon communications office in Meguro. She will report directly to Nicolas Menat.

"With Floriane on board as Managing Director of our Japan operation, a key market for Publicis One regionally and globally, I will be able to devote my undivided attention to leading and overseeing Publicis One markets in the region including Japan, Korea, Philippines, Malaysia, Thailand, Indonesia, and Vietnam," said Menat, who was appointed Chief Executive Officer of Publicis One Asia in March 2016. He will continue to be based out of Tokyo.

"2016 was an important year for us, as it was the very first year that our brand agencies came together. Recognising the demands for specialization and integration, our Creative Enterprise is built with clients' needs at the center and strives to be the top integrator of best-in-class specialists. We have already seen



great results across Asia and especially here in Japan. I have every confidence that Publicis One Japan will continue to grow under Floriane's leadership, delivering award-winning work and exceptional R.O.I. for our clients with truly innovative ideas that go beyond campaigns."

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Contact:

Karen Lim | M: +33 6 20 26 75 73 | E: karen.lim@publicisone.com

Jennifer Reuer | M: +81 07 5554 6362 | E: jennifer.reuer@mslgroup.com

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the centre, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 55 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).