

Publicis JimenezBasic wins Agency of the Year at 20th Agency of the Year Awards by 4As Philippines

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Publicis JimenezBasic, a part of Publicis One in the Philippines, recently won the coveted “Agency of the Year” title at the 20th Agency of the Year Awards of the Association of Accredited Advertising Agencies Philippines (4As) held at the Makati Shangri-La Hotel in Manila. This year’s recognition marks the second time the agency has won this award, a title they first won in 2007 (as Jimenez Basic). Additionally, Publicis JimenezBasic was also recognized with the Best in Market Performance award at this year’s awards show.

Publicis JimenezBasic’s achievements at 4As Agency of the Year Awards come on the back of the agency’s recent success at the 2017 APAC Tambuli Awards where it was recognized as the Creative Agency of the Year.

The 4As Agency of the Year’s awards has four main categories including Best in Industry, Leadership & Community Service, Best in Market Performance, Best in Creative and Best in Management of Business. Other categories include Digital Excellence, Media Excellence as well as Activation Excellence. To reflect the changing communications landscape, this year’s awards show saw the introduction of a new award “Agency of the Year - Digital Excellence” and a new criteria which makes digital excellence a key criteria in the Agency of the Year Award, which requires competing agencies to have at least an entry in the Digital Excellence before they are eligible as a finalist in this category.

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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 center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO,



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