

Leo Burnett Sydney named one of Australia's most innovative businesses for the second consecutive year

Sydney, 20th September 2017

For the second year running, Leo Burnett Sydney has been named as one of Australia's top 50 innovators in The Australian Financial Review's Most Innovative Companies list, coming in at **Number 4** and moving up 10 places.

Leo Burnett Sydney has been on a 2-year transformation strategy focused on innovation.

Pete Bosilkovski, CEO Leo Burnett Sydney, said: "Our unwavering focus on 'consumer first innovation' has transformed our business and the services we offer our client partners. At a time when brands face fierce competition and disruption, we believe innovation plays a critical role in not only keeping brands competitive and relevant, but in helping to future proof their growth, and change the rules of the game."

The new experience economy is very exciting for us as it's creating new opportunities for our business and client partners. We are very proud that our company strategy and lateral innovation solutions have been recognised again as part of The AFR's Most Innovative Companies list for the second year," added Pete.

About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in



their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

<http://www.publicisgroupe.com/en/services/services-publicis-communications-en>

Contacts

Lizzie Dewhurst

Global PR and Communications Director | lizzie.dewhurst@publicis.com