

# THE GROUPE THE HUMAN DIGITAL AGENCY

Publicis Groupe is the third largest communications group in the world. We offer the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Our major networks are Leo Burnett, MSLGROUP, Publicis Healthcare Communications Group (PHCG), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi -- the Groupe's media and digital accelerator -- includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia.

Thanks to VivaKi and many other agencies, digital work amounted to 30% of our 2011 revenue, making us the world's leader in digital and interactive communication. In addition, 24% of our 2011 revenue stemmed from fast-growing economies, particularly Brazil and China.

Publicis Groupe has been ranked Number 1 for Creative Performance in the Gunn Report every year since 2004. Furthermore, in the 2011 edition of The Big Won Report, Groupe networks ranked 4<sup>th</sup> (Leo Burnett), 8<sup>th</sup> (Saatchi & Saatchi) and 14<sup>th</sup> (BBH). Publicis Groupe agencies made spectacular gains in new business in 2011, with net wins of US\$7.9 billion confirming the competitiveness and appeal of the services that we offer our clients. Among them were Avaya, Burger King, Continental Tires, Darden, Delta, Disney (Brazil), Embryform, Ferrero (Europe), Jaccar (China), Kasinski Motorecycles, Kraft Ritz, Lenovo, Merck, Microsoft, Nescafé (World), Samsung, Sonic, and Sprint.

Present in 109 countries, our Groupe employs 53,000 professionals.



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### Three of the world's top ad networks

Leo Burnett, Publicis and Saatchi & Saatchi are proud to belong to Publicis Groupe, as are a number of multi-hub networks and creative boutiques, including Bromley, Burrell, Fallon, the Kaplan Thaler Group and BBH (49% ownership).

### The world's premier network for digital communication

VivaKi aligns the Groupe's digital and media companies and its Nerve Center is the industry's most powerful hub for R&D, activating new pathways for clients to connect with consumers in a rapidly more digital world. VivaKi is a unique structure that includes two global media networks - ZenithOptimedia and Starcom MediaVest Group - and two leading digital marketing networks Digitas and Razorfish as well as Big Fuel, CRM365, Denuo, Performics, Moxie Interactive, Phonevalley, Prodigious Worldwide, SMG Liquid Thread, SMG Performance Marketing, SMG Multicultural, Spark Communications and The Third Act.

The Groupe comprises a large number of brands specialized in digital work, as well as many full-service agencies recognized for their digital expertise. They include AG2 Publicis Modem, BBH, Blogbang, Digitas Health, EmporioAsia Leo Burnett, Fallon, the Kaplan Thaler Group, Leo Burnett, Marcel, MaVieEnCouleurs, Mediagong, MSLGROUP, Mundocom, PHCG, Publicis Chemistry, Publicis E-dologic, Publicis Entertainment, Publicis Healthcare International, Publicis Life Brands, Publicis Modem, Publicis Worldwide, Razorfish Health, Rosetta, Saatchi & Saatchi, Saatchi & Saatchi Health and Williams-Labadie.

### Leading the world in healthcare communication

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. Its global brands include Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, In Sync, Williams-Labadie, Beacon Healthcare, Digitas Health, Razorfish Health, Publicis Touchpoint Solutions and Publicis Medical Education Group, as well as many strong regional agencies.

### We excel in PR, corporate communications and events

MSLGROUP is Publicis Groupe's strategic communications and engagement group, advising in all aspects of communication strategy: from consumer PR to financial communications, from public affairs to reputation management, and from crisis communications to event management.

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Digital tools and media are transforming every aspect of the communications professions. Publicis Groupe anticipated these changes well before our main rivals, reshaping our strategy and defining it as a digital journey. We acquired Digitas, and later Razorfish and a host of other talented digital pure players. We negotiated partnerships with the greatest actors on the digital scene. We created VivaKi, a hub within our Groupe that develops and shares digital tools for measurement and analysis, and which enables co-creation and a seamless transfer of clients from hand to hand across a broad number of agencies in the online space.

But the need to be creative and surprising -- building up content and approaches that are genuinely attractive, familiar and friendly -- has expanded at at least the same rate as the world wide web. To create powerful experiences that inspire desire requires agencies who understand people -- who know how to strike up a friendship, touch a chord and unfold a brand identity across the whole spectrum of media, from the cinema and website to the palm of your hand. Today, digital informs and infuses everything we do.

IQ and EQ. The marriage of insight and tech. There's a sweet spot at the intersect of digital intelligence and emotion, and that's where you'll find Publicis Groupe: the human digital agency.



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## GROUPE PROFILE IN 2011

