



PUBLICIS GROUPE

PRESS RELEASE

## **Publicis Groupe Acquires Leading Swiss Agency Spillmann/Felser/Leo Burnett**

**Paris, July 4, 2011** – Publicis Groupe (EURONEXT Paris: FR0000130577) announced today that it has taken a majority stake in its longterm affiliate Spillmann/Felser/Leo Burnett, one of the biggest and most distinguished creative advertising agencies in Switzerland. Until now, Publicis Groupe has had a minority (40%) stake in the agency, and this transaction increases the Groupe's participation to 100%. Spillmann/Felser/Leo Burnett will continue to align under the Leo Burnett global network.

Andy Stäheli, previously the agency's Managing Director, will take over the company leadership from Peter Felser, and Peter Brönnimann succeeds Martin Spillmann as Creative Director. Spillmann and Felser will withdraw from day-to-day business operations, and will remain members of the Executive Board. Andy Stäheli will now report to Giorgio Brenna, CEO of Leo Burnett's continental Western Europe region.

Founded in 2002, Spillmann/Felser/Leo Burnett is a full-service advertising agency based in Zurich, Switzerland. The agency employs nearly 80 communications professionals and provides the full range of advertising and communication services, including below-the-line and digital services. Key clients include ABB, Emmentaler Cheese, Fleurop, Lindt Chocolate, Postshop, Switzerland Tourism, Switzerland's Cantonal Banks, Swiss Life (insurance) and Volvo.

Spillmann/Felser/Leo Burnett is the only Swiss agency to appear in the Top 3 on a national level for creative performance, earnings, as well as efficiency and reputation rankings. The agency is known for cross-media-campaigns and some of its popular campaigns include work carried out for Switzerland Tourism ("Mountain Cleaners", "Holidays without Facebook"), Mammut ("Mary Woodbridge") or the "SMS dialogues" for Swiss Telecom provider Sunrise ("*Campaign of the year 2010*" awarded by trade magazine "Werbewoche"). The agency has won 7 Cannes Lions for campaigns for Switzerland Tourism, Sunrise, Migros Fashion ("Real singles in underwear"), the left weekly WOZ ("WOZ buys UBS"), Cabaret Voltaire, Helvepharm ("The modest pharmaceutical company").

Giorgio Brenna, Leo Burnett's CEO Continental Western Europe Region, "*Since its foundation in 2002 Spillmann/Felser/Leo Burnett has repeatedly impressed us with its creative power and how quickly it became the third largest agency in the country. The agency is one of our "Centers of Excellence" and underlines both our reputation as a creative network in Europe as well as the importance of great brand ideas for our clients.*"

Andy Stäheli, CEO of Spillmann/Felser/Leo Burnett: "*The Leo Burnett philosophy 100% matches our perspective on success-based communication. No other agency group*



*devotes so much attention to the creative product. We are very much looking forward to sharing our ideas with like-minded people within the network as well as further profiting from their tools and experience."*

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**About Publicis Groupe**

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

Website: [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe)

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