

Publicis Media Agencies Named a Leader and a Strong Performer by Independent Research Firm

Zenith and Starcom recognized in independent evaluation of the media agency landscape

New York, NY – September 18, 2018 - Publicis Media agencies Zenith and Starcom were named a Leader and a Strong Performer, respectively, in The Forrester Wave™: Global Media Agencies, Q3 2018. Both agencies were among the select companies that Forrester invited to participate in this evaluation of the media agency landscape.

Zenith received the second-highest score in the Strategy and Current Offering categories, and was recognized for its ability to converge commerce and media to drive client growth. The report noted that the agency's heritage as one of the first independent media networks “sets the stage for its vision to master the newly converging media and commerce landscape,” and cites its investments in eCommerce, personalization, marketing consulting, automation, AI and data visualization skills and tools. The report also states that “Zenith shows strength in its own strategic vision, analytics, performance marketing and data sciences.”

Starcom was named a strong performer, and was noted for its ability to blend operational excellence with digital prowess. According to the report, Starcom’s “reputation as a strong media operations partner has allowed it to catch up its data practice and integrated approach to planning and activation.” The report also cites that “Starcom shows strength in operationalizing its HX process into media strategy, communications planning, buying and activation.”

Zenith and Starcom, were evaluated on 23 different criteria that assessed their current offering, strategy and market presence. Both were recognized for their collaboration with partner agencies and their approach to brand safety.

This report builds on a successful year for Publicis Media agencies scoring across Forrester Wave™ reports – with Performics being named a Leader in The Forrester Wave™: Search Marketing Agencies, Q4 2017 and Digitas named a Strong Performer in the The Forrester Wave™: Digital Experience Service Providers, Q4 2017.

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About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.

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