



## **Mediavest | Spark Rebrands As Spark Foundry Globally**

*Agency to Scale the Power of the Spark Proposition Worldwide*

July 6, New York – Mediavest | Spark, a full-service media agency under Publicis Media, announced today that it is rebranding as Spark Foundry. This move underscores the company’s ongoing commitment to evolution, and reflects the agency’s offerings that extend well beyond the parameters of media and investment to include analytics, technology and innovation, insights, content, commerce and more.

Additionally, the Spark Foundry name reflects the bold energy of a startup spirit with a powerhouse soul -- the company’s foundational vision that blends an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media.

Since coming together as Mediavest | Spark in March 2016, the agency, guided by this vision, has welcomed numerous new clients including BEL Groupe (Global), MTV, KFC, Mattel, H&R Block (USA), Expedia (SEA), EuroLoan (Poland), Virgin Mobile (MENA), OnePlus (UK) and Diageo (Australia).

Spark Foundry aims to aggressively roll out its winning proposition to its 3,500 employees across the world, while amplifying its best-in-class capabilities for clients.

“Spark Foundry’s unique vision brings a palpable energy that is proven to drive results for our clients,” said Publicis Media CEO Steve King. “I am confident that Spark Foundry will build on this momentum and continue to deliver exceptional results for our clients as we unlock new and exciting opportunities together in markets across the world.”

“Today by unveiling Spark Foundry, we’re continuing to evolve our brand to meet marketplace needs,” said Spark Foundry U.S. CEO Chris Boothe. “By extending our startup spirit and powerhouse soul across the globe and simplifying our name, we’re sharing the heat that has fueled our growth for the past five years. This is sure to benefit our clients and talent.”

More information about Spark Foundry can be found at [www.sparkfoundryww.com](http://www.sparkfoundryww.com).

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### **About Spark Foundry:**

Spark Foundry is one of five global media agency brands within Publicis Media, and has offices within Publicis One, both of which are key divisions of Publicis Groupe [Euronext Paris FR0000130577, CAC 40]. Spark Foundry’s bold vision harnesses a startup spirit with a powerhouse soul that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media. With 3,500 employees across the world, the agency leverages the best industry talent and a growing footprint of offices in key markets including the U.S., UK, MENA, Poland, Australia and China.