

Publicis One Joins Forces with MSLGROUP in the Philippines

Arc's PR discipline to operate as MSLGROUP - cementing leadership position via alliance with Asia's largest, leading brand & reputation advisory network

Manila, 7 June 2016 - Publicis One, the global communications enterprise that unites all of Publicis Groupe agency brands' capabilities and expertise under one roof, today announced its partnership with MSLGROUP in the Philippines via its brand, Arc, one of the leading integrated communications agencies locally. As the flagship strategic communications and engagement consultancy of Publicis Groupe, MSLGROUP is the largest brand and reputation advisory network in Asia and Europe.

Effective immediately, Arc Philippines's PR discipline is now part of the MSLGROUP network and will operate under the MSLGROUP brand. In the Philippines, MSLGROUP is a part of Publicis One.

With a best-in-class team, expertise in public relations and in-depth digital capabilities, Arc's PR offering is known for its comprehensive integrated communication solutions for clients and brands in the Philippines. Since its establishment in 2006, Arc's PR work has been trusted and retained by many multinational and local companies in the Philippines. With forward-looking strategies and unbound creativity, Arc's joint work with the Leo Burnett Group in the Philippines has received extensive recognition from international, regional and local award programs. In 2015, P&G Ariel 'Aid Couture' Campaign was the most awarded campaign in the AME Awards for World's Best Advertising & Marketing Effectiveness (New York).

The MSLGROUP Philippines team will be led by communication veteran Orly Ramas under the guidance of Glenn Osaki, President Asia, MSLGROUP. Ramas will continue to report to Raymond Arrastia, Chief Executive Officer at Publicis One in the Philippines.

"MSLGROUP is a transformative agency with a leading footprint in Asia. Joining forces with MSLGROUP will allow us to tap into the network's regional and global resources and groundbreaking planning methodology to help enhance Publicis One's capabilities in the Philippines. Together with MSLGROUP, we will continue to delight our clients with insight-driven, integrated campaigns that deliver accountable business results," said Raymond Arrastia, Chief Executive Officer, Publicis One Philippines.



"The Philippines is a fast-growing and important Asian market. Our best-in-class team, ability to deliver sharp local insights, and strong integrated communication offering allows MSLGROUP to serve regional and global clients in a powerful way. This is an important moment for MSLGROUP in Asia--not only have we achieved significant organic growth in every market since last year, we have rapidly expanded our network this year. With a comprehensive presence in the Philippines, we are now in a strong position to address our clients' growing interests throughout the Asian continent," said Glenn Osaki, President, Asia, MSLGROUP.

Said Guillaume Herbet, CEO of MSLGROUP, "MSLGROUP is committed to having one of the world's most robust PR and engagement networks. Since January, we have acquired Venus Communications in Vietnam, rebranded the Arc PR offering in Sri Lanka as MSLGROUP and gained Quadrant MSLGROUP in Nigeria through an equity partnership that Publicis Groupe took in its parent company, the Trokya Group. All of these agencies are among the best in their market."

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About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .