Optimedia UK (Publicis Groupe) leads new business rankings by Campaign magazine

Paris, June 5, 2001 - League tables published by Campaign magazine rank media consultant and space-buying specialist Optimedia, a subsidiary of Publicis Groupe, first in the UK for new business. In the first quarter of 2001, Optimedia reported a total gain of £35 million (EUR 58 million), ahead of Mediacom (£11 million), Zenith (£8.5 million), MGM (£8 million) and OMD (£8 million).

Optimedia has won a string of prestigious new accounts since January, among them Vizzavi, Glamour Magazine, Sara Lee Bakeries, Citizen, EFD (film distributors), Reality, the UK Post Office, COI (Interactive) and EDS.