

Publicis One Japan names Erick Rosa Chief Creative Officer

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Floriane Tripolino, Managing Director of Publicis One Japan announced today, the appointment of Erick Rosa as Chief Creative Officer, effective 9th April 2018. Joining Publicis One from MullenLowe in Singapore, Rosa will succeed Jon King in the same role.

Following 12 years with the company in Tokyo, 11 of which at Beacon, King and Publicis One have recently parted ways. "We'd like to thank Jon for all his work with Beacon over the past 12 years and wish him the best in his next endeavour," said Tripolino.

Born and raised in Rio de Janeiro, Rosa is currently ECD of Mullen Lowe Singapore and the global creative leader on one of the Unilever brands. Prior to this, he has worked with Leo Burnett in Portugal, Draft FCB (now FCB) and EURORSCG (now Havas) in Brazil. Over the course of his 18-year career, his work has been recognized at Cannes, The One Show, D&AD, London International Awards, Clio, Art Directors Club, El Ojo, CCP (Portugal), CCSP, (Brazil) and Spikes Asia.

In his new role, Rosa is tasked with overseeing the creative output of Publicis One's agencies in Japan - including Beacon, Saatchi & Saatchi and MSL.

Speaking about Rosa's appointment, Tripolino said, "Erick's passion for idea-led business solutions will give Publicis One Japan a strong competitive advantage as our clients' business is changing in nature, with projects increasing in volume, diversity, as well as complexities. A strong creative idea will always have a bigger, positive impact on business - which is also what our clients are looking for at the end of the day. Creativity is certainly in Erick's DNA and his award-winning body of work are testaments to that. The team is excited to welcome him on board very soon."



“I’m thrilled to be joining Publicis One, where creativity has a bigger canvas with its accessibility to a greater pool of talents, capabilities and tools in its integrated set up. It’s a privilege to have the opportunity to work in a beautiful country as Japan, and with amazing talented people such as Floriane, a proven champion of creativity who also values the importance of nurturing a good culture at the agency,” said Rosa.

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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 MSL, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with over 7,000 employees in 39 countries, is spread across Latin America, Europe, Middle East, 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](#)