

PRESS RELEASE 12/16/13

**Strictly Embargoed until 12/17/13 at 8:30 AM, CET**

## THE PUBLICIS GROUPE NEW YEAR GREETING FEATURING MAURICE LÉVY, GOSPEL SINGERS AND MUCH MORE



After hacking the YouTube functionality last year, Maurice Lévy is back again with a new year corporate speech that features 2 Chinese dragons, a confetti storm, cheerleaders and much more.

This year, in light of the expected Publicis Groupe and Omnicom Group merger of equals, we decided to celebrate along the theme of: **THE MORE THE MERRIER!**

The idea for this year's experience is simple: The more people that join in during the video, the merrier it will become.

So, we got our geeks to develop a **fancy facial detection algorithm** that allows a webcam to count how many people are actually watching the video together.

If you watch the video by yourself you won't notice anything out of the ordinary, but if you add one friend you'll see Maurice Lévy delivering his corporate speech in a confetti storm. Bring a few more colleagues and you may see gospel singers, cheerleaders, Chinese dragons and a few other surprises as Maurice Lévy tries to keep his cool. We really thought of everything, so try and see what happens even when there's no one behind the screen.

**Gather some friends and watch what happens here:**

<http://www.publicisgroupewishes2014.com/>

**Download the first ever Maurice Lévy original SoundCloud track, "The More The Merrier" here:**

<https://soundcloud.com/publicisgroupe/themorethemerrier/s-IJbTs>

**#TheMoreTheMerrier**

### **Further details & facts:**

- The concept humanizes digital technology by physically bringing people together around the video
- The experience is hosted on the “Publicis Groupe” YouTube Channel
- The facial recognition algorithm conceived by DigitasLBI France to create the experience was developed by an expert in the field, a 21 year old Russian math genius. It is the first of its kind to detect up to 10 faces simultaneously while the YouTube video is playing
- It is the first video to count viewers rather than YouTube views
- “The More the Merrier” concept refers to the expected merger of equals between Publicis Groupe and Omnicom Group
- The video was shot using entirely live scenes (with no green screen or post-production editing). Nine times out of ten, the first take was kept in order to maintain the spontaneity of the moment and Maurice Lévy's surprise
- It takes 1487 balloons to cover Maurice Lévy.

### **Credits:**

#### **DigitasLBI France**

President: Mathieu Morgensztern  
Chief Creative Officer: Bridget Jung  
Creative Director: Nicolas Thiboutot  
Creatives: Frederick Lung & Philippe Pinel  
Art Director: Chisato Tchisuya  
Graphic Designer: Aline Kesting, Manu Azouvi  
Creative Producer: Amélie Cruchet  
Project Director: Alexandre Gallais  
Motion: Jeremy Vissio  
Creative Technology Producer: Brice d'Annville  
Creative Technology Manager: Philippe Bordachar  
Creative Coder: Loup-Rodolphe Thibault  
Creative Technologist: Julien Terraz  
Creative Coder: Damien Pitard  
Special thanks to Nolwenn De la Pintièrre & Sarah Coutin.

#### **Prodigious**

President: Pierre Marcus  
Producer: Thierry Delesalle  
Director: François Néméta  
Production Officer: Charlène Plozner  
Music: Audio Networks & Patrick Sigwalt

#### **Publicis Groupe**

VP, Communications Director: Peggy Nahmany  
Communications Coordinator: Sabrina Pittea  
Communications Officer: Lindsay McCallum

### **Contacts**

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