

Publicis Groupe Germany unites agency strengths in client-centric platform model

- **New agency model reflects successful agency/client partnerships including Publicis Emil for Daimler and ibeauty by Publicis**
- **Publicis Communications and Publicis Media will be aligned under one country leadership team with Frank-Peter Lortz as CEO, to help further successful client collaborations**
- **Publicis Groupe Germany brings together Publicis Pixelpark and Digitas to form Digitas Pixelpark, a market-leader for customer experience marketing**
- **Model facilitates blend of specialist offerings to provide end to end service to clients**

Berlin, 21st November – Publicis Groupe Germany takes the next step on its way to becoming the most client-centric agency group in Germany, with specialist agency brands creating a successful multi-disciplinary offering for clients. To build on this proven model of collaboration and meet the growing demands of clients seeking simplicity, creativity, agility and integrated thinking, Publicis Groupe Germany will bring together around 2,300 employees from all communication disciplines, headed by a management board* under the leadership of Frank-Peter Lortz (CEO) who reports directly to Justin Billingsley (CEO Publicis Groupe DACH). Lortz will be supported by Arne Brekenfeld (Chief Strategy Officer Publicis Germany) and Philippe Bordet (Chief Financial Officer Publicis DACH). Both Brekenfeld and Bordet will take a key role in the development and implementation of the new strategy for Germany.

Publicis Groupe Germany will optimise its agency brands, to further support clients in their marketing and digital transformation and to create new, end-to-end, scalable offers in line with the global "The Power of One" approach.

Digitas Pixelpark is the new agency for customer experience marketing within Publicis Groupe Germany, with 570 employees across Berlin, Düsseldorf, Hamburg and Cologne, is created from the previous Digitas and the digital teams of Publicis Pixelpark. The new organisation advises clients on their digital marketing transformation offering platforms and activation for E-Commerce, CRM and marketing automation. Digitas Pixelpark is led by Dr. Ralf Niemann (CEO) and Jens-Christian Jensen (Chief Strategy Officer).



The creative power of the **Saatchi & Saatchi** organisation in Düsseldorf will be further strengthened by the integration of creative teams from Leo Burnett and former Publicis Pixelpark across offices in Düsseldorf, Frankfurt and Munich. With more than 400 employees, these offices will be headed by CEO Christian Rätsch. Leo Burnett will continue to strengthen its focus on global network clients.

The uniqueness of Publicis Groupe Germany's proposition lies within its client centric approach exemplified in successful models built to date including **Publicis Emil** and **ibeauty by Publicis**. A combination of mixed disciplines working with shared insight and contrasting perspectives are required for modern client brands to evolve and thrive.

The model optimizes the brands to further support clients in their marketing and digital transformation and to create new, end-to-end, scalable offers in line with Publicis Groupe's **Power of One** approach. It facilitates the very best people and teams to work together as one to shape brilliant creative thinking and execution across the broad spheres of brand communications, experiences and commerce.

"Marketers need agencies that exemplify marketing transformation and do not operate in outdated silos," says Frank-Peter Lortz, CEO Publicis Germany, explaining the background to the changes. "Under 'The Power of One', we have already taken important steps in recent years to bring our units closer together, anticipating the change and requirements of clients' businesses. Our goal is to provide our clients with excellent best-of-market services – modular, scalable, simple to use and without complexity – bringing together the best from the entire network. We are now taking the next step and creating a structure in Germany that is consistently focused on clients' needs. All agency brands have their respective offering and are embedded in the global "The Power of One" concept. This allows us to find the best solutions for our clients faster and more flexibly. It also makes us attractive for national and international clients who are looking for a new, powerful agency model".

This new structure is a bespoke model for Publicis Groupe Germany.

The brands within the Publicis Groupe Germany model also include **Prodigious** for production capabilities, **MetaDesign** for creative brand consulting, **MSL** for Public Relations & Influence, **Performics** for performance marketing and **Spark Foundry**, **Starcom** and **Zenith**, operating within Publicis Media, for integrated media services.

* The management board of Publicis Germany is made up of Frank-Peter Lortz (CEO Publicis Germany), Arne Brekenfeld (Chief Strategy Officer Publicis Germany), Hendrik Zell (Chief Talent



Officer), Philippe Bordet (CFO Publicis DACH), Christian Rättsch (CEO Saatchi & Saatchi), Daniel Leyser (CEO MetaDesign), Wigan Salazar (CEO MSL), Ralf Niemann (CEO Digitas Pixelpark), Jens-Christian Jensen (Chief Strategy Officer Digitas Pixelpark), Petra Gnauert (CEO Publicis Media), Martin Hubert (CEO Performics), and Götz Teege (CEO Prodigious).

About Publicis Groupe Germany – The Power of One

Publicis Groupe Germany is part of the Publicis Groupe [Euronext Paris FR0000130577, CAC 40] one of the world's leading providers of marketing, communications and digital transformation, driven by the close interaction of creativity and technology. Publicis Germany offers its customers seamless access to its tools and competencies through a modular offering. In addition to the creative and media brands Saatchi & Saatchi, Saatchi & Saatchi pro, Spark Foundry, Starcom and Zenith, Publicis Germany includes the specialist agencies Digitas Pixelpark, MetaDesign, MSL, Performics and Prodigious as well as the customer-related agency brands iBeauty by Publicis and Publicis Emil. Publicis Germany has offices in Berlin, Düsseldorf, Frankfurt, Hamburg, Cologne and Munich and employs around 2,300 people.