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**DIGITAS NEW YORK TAPS THOMAS TAFUTO AS NEW SVP, CREATIVE**

*Tribal DDB Worldwide Veteran Brings Big Brand Experience*

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**New York** - For Immediate Release - Joanne Zaiac, President of Digitas ([www.digitas.com](http://www.digitas.com)) New York, today announced the hiring of Thomas Tafuto as Senior Vice President, Creative. The Tribal DDB Worldwide veteran will contribute to digital marketing efforts across the Digitas client roster. Tafuto will report to Digitas New York Executive Creative Director Lincoln Bjorkman

Tafuto brings to Digitas an expansive background in interaction design and creative, both online and offline. He joins from Tribal DDB Worldwide where, as Executive Creative Director, he led the largest office in the network while developing creative platforms for top brands such as Nokia, (RED), Bud Light, Pepsi, American Airlines, Dyson, ExxonMobil, AT&T and Starbucks. Tafuto oversaw the agency's creative and interactive teams and served as the creative lead on several of Tribal's new business pitches and wins, both at home and abroad. He has garnered numerous industry awards including honors from OMMA, MIXX, Webby and WebAwards.

"We're inspired by Thomas and the depth of creativity he adds to the organization," Bjorkman said. "His background in interactive design and creative direction will serve our clients well. We're thrilled to have someone with his impressive creative pedigree join our team."

Prior to joining Tribal DDB, Tafuto was Director of Interactive at Jager DiPaola Kemp Design where he worked on XBOX 360, Burton Snowboards, Virgin Mobile, HP, Martin+OSA, and Merrell. For 18 years before that Tafuto ran his own interactive design firm, Applied Imagination Inc. Founded in 1987, it was one of the first shops of its kind, working with top brands, including ABC, Apple Computer, American Express, Ben & Jerry's, IBM, BP and Marvel Comics.

"I'm very excited to be joining a cutting-edge agency like Digitas," said Tafuto. "It's an opportunity to work with some of the world's biggest brands and nobody does digital better. They've got an incredible team already in place and I look forward to contributing to the creative efforts."

**About Digitas**

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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