

DIGITAS ANNOUNCES NEW LEADER IN BRAZIL

Brian Crotty Assumes Leadership of the Brazil Office

SÃO PAULO - June 29, 2010 - Digitas (www.digitas.com), a leading global integrated brand agency, appointed Brian Crotty as Managing Director in Brazil.

In his new role, Crotty is leading the Digitas Brazil office as it makes waves in the digital world and encourages clients to embrace "marketing transformation." Digitas strongly believes in the aggregation of short and long-term value for clients by balancing structured digital strategic consulting with delivering grounded tactical needs. The goal is to challenge and transform the way digital marketing is currently implemented in Brazil.

"Maturing digital marketing requires a more structured way of thinking," says Crotty. " *Catch and release* tactical campaigns build overall demand but do not attend to customers' needs for *always-on*, findable content to resolve their doubts and drive them to purchase products."

A seasoned professional with vast experience in international and domestic markets, Crotty spent nearly 15 years at other Publicis Groupe agencies, working for Leo Burnett in Brazil, Singapore, and Australia, and leading Starcom Media Group (SMG) operations in Los Angeles. Previously, Crotty was the head of Babelfish, a strategic planning consultancy in Latin America, and held positions at McCann Erickson, FCB, and DDB. Prior to his promotion, Crotty served as International Lead - Connections Planning for Digitas Brazil.

Tribal's co-founders, Renato Fabri and Pierre Mantovani, who have worked for Digitas Brazil as CCO (Chief Creative Officer) and CEO (Chief Executive Officer), leave the agency twenty months after its acquisition by Publicis Group.

"With Brian we found a fantastic leader for Digitas Brazil. It allows us to pass the baton and move on with the deadline previously set for our departure," say Fabri and Mantovani. "Brian has inherited Digitas DNA and the right experience - both local and global - to take the agency to the next level in the Brazilian market," said the ex-partners.

About Digitas

Digitas is a leading global integrated brand 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. (Euronext Paris: FR0000130577) is the world's third 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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Résumé en français:

Digitas annonce le nom du nouveau leader de Digitas Brésil

29 juin 2010

Brian Crotty a été nommé Directeur Général de Digitas au Brésil, aussi connu sous le nom de Tribal. Les co-fondateurs de Tribal, Renato Fabri et Pierre Mantovani qui ont travaillé pour Digitas Brésil en tant que CCO et CEO, quittent l'agence seulement 20 mois après l'achat de l'agence par Publicis.

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