

## DIGITAS WINS THREE EFFIE AWARDS IN PARTNERSHIP WITH OTHER AGENCIES

### Agency Shares a Gold, Silver and Bronze Effie with Kraft Beverages, American Express OPEN, Procter & Gamble and Partner Agencies

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BOSTON - July 6, 2010 - Digitas ([www.digitas.com](http://www.digitas.com)) a leading integrated brand agency, has won three Effie Awards. Honors include: a gold Effie for Kraft Beverages in the Beverages/Non-Alcohol category, a silver Effie for American Express OPEN in the Financial Services - Cards category and a bronze Effie in the Healthcare - OTC category. The awards were received in partnership with sister agencies MediaVest, Razorfish, Leo Burnett Chicago, SMG United and Arc, as well as agency partners Ogilvy & Mather, Crispin Porter + Bogusky, Federated Media Publishing and Mindshare. This is the fifth consecutive year that Digitas has been recognized.

- > **GOLD EFFIE: Beverages/Non-Alcohol**  
Client: Kraft Beverages | Project: Respect the Pouch  
<http://www.effie.org/winners/showcase/2010/3975>  
Agencies: Digitas, Razorfish, MediaVest, Ogilvy & Mather
- > **SILVER EFFIE: Financial Services - Cards**  
Client: American Express OPEN | Project: American Express OPEN Forum  
<http://www.effie.org/winners/showcase/2010/4393>  
Agency: Digitas, Crispin Porter + Bogusky, Federated Media Publishing, Mindshare, Ogilvy & Mather
- > **BRONZE EFFIE: Healthcare - OTC**  
Client: Procter & Gamble | Project: Outsmart Mother Nature  
<http://www.effie.org/winners/showcase/2010/3915>  
Agencies: Digitas, Leo Burnett Chicago, SMG United, Arc

"Each year, the Effie Awards draw in thousands of campaigns, so it is exciting for Digitas to rise to the top in three very different categories," said Colin Kinsella, President, Digitas North America. "The Effies 'award ideas that work,' and that's exactly what we do at Digitas - create effective campaigns and ideas that connect people and brands."

This award comes on the heels of Digitas winning a *BtoB Magazine*: Social Media Marketing Award for American Express' "OPEN Forum" campaign, a Webby People's Voice Award for T.G.I. Friday's "Call Woody" campaign and a Gold REGGIE® award for T.G.I. Friday's Woody's Burger Bet promotion.

For more information on the Effie Awards, please visit:

[http://www.effie.org/ideas\\_that\\_work](http://www.effie.org/ideas_that_work)

#### About Digitas

Digitas is a leading 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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