

## DIGITAS' MARK BEECHING NAMED AN AGENCY INNOVATOR OF 2010

### *The Internationalist* Honors Beeching for Unique Thinking and Industry-Changing Ideas

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BOSTON - September 22, 2010 - Mark Beeching, Chief Creative Officer at Digitas ([www.digitas.com](http://www.digitas.com)), the leading global integrated brand agency, has been honored as an Agency Innovator by *The Internationalist* magazine. The honor recognizes his unique thinking and his leadership in helping clients to "communicate in new ways, essentially changing the business of marketing, advertising and media as we now know it." Beeching was one of 30 people selected from hundreds of nominations throughout the world.

Laura Lang, CEO Digitas, said of the honor: "Mark is a true Agency Innovator. His vision for change and influence are a catalyst for creativity, and as a result he's helped to produce award-winning campaigns and events that prompt and inspire action. For over 10 years Mark has been an inspiration to our company and the industry—this is a testament to his ability to keep Digitas in the forefront of innovation."

#### **Beeching Spearheads Industry Changing Event, Digital Content NewFront, and Other Industry Firsts**

Beeching led the creation of the industry-changing, premiere event in brand content, [Digital Content NewFront](#) (DCNF). As an annual marketplace for brand content and digital media, it's become a venue for titans of the ad industry and Hollywood to forge partnerships and give birth to new ideas. In its third year, DCNF has become the most successful brand content event of the year packing in 600+ attendees and garnering 250,000+ live streams.

Most recently, Beeching led the agency in several industry firsts for clients including the first all digital touch-screen vending machine, the first 3D digital campaign, the first augmented reality program targeted to women, the first branded channel on YouTube for a pharmaceutical client and the first co-sponsored homepage of WebMD.

#### **Beeching Leads Agency and Clients to Success**

Beeching joined Digitas in 1999 and leads creative work throughout the agency's network in the Americas, Europe and Asia. With Beeching at the helm of creative agency innovation, Digitas has been awarded Cyber Lions silver and bronze and Lions Direct gold and bronze, One Show, Effie and Webby honors, as well as agency of the year accolades from the Festival of Media, *OMMA Magazine*, *Promo Magazine*, *BtoB Magazine*, and Les Agences de l'Année, France.

For more information on the Agency Innovators of 2010, please visit:

[http://www.internationalistmagazine.com/pdf/All\\_Issues/inter2010-4\\_innovators.pdf](http://www.internationalistmagazine.com/pdf/All_Issues/inter2010-4_innovators.pdf)

## 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.

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

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