

DIGITAS AND DIGITAS HEALTH WALK AWAY WITH TWO OMMA AWARDS

MediaPost Recognizes Digitas for Website Excellence; Digitas Health for an Integrated Online Campaign

NEW YORK - September 28, 2010 - [Digitas](#), the leading global integrated brand agency, received an [OMMA Award](#) last night in the Website Excellence, Automotive category for the Buick "Moment of Truth" campaign. [Digitas Health](#), a unit of Digitas, was also named a winner in the Integrated Online Campaign, Health & Pharmaceutical category for the MedImmune "Good to Share" campaign. Additionally, Digitas' recognition spanned all categories earning a finalist nod in both the Online Advertising Creativity and Integrated Online categories as well.

The OMMA Awards celebrate the year's best in online media, marketing and advertising. Digitas and Digitas Health recognition includes:

Winners

> WEBSITE EXCELLENCE

Automotive

Client: GM/Buick/2011 Buick Regal | Project: Moment of Truth

Agency: Digitas

> ONLINE ADVERTISING CREATIVITY

Health & Pharmaceutical

Client: MedImmune | Project: Good to Share

Agency: Digitas Health

Finalists

> ONLINE ADVERTISING CREATIVITY

Advertising/Promotion Web site or Microsite Enthusiast

Client: American Express | Project: Enthusiast

Agency: Digitas

> INTEGRATED ONLINE CAMPAIGN

Restaurants/Fast Food

Client: T.G.I. Friday's | Project: Woody

Agency: Digitas

OMMA Awards Honor the Best in Online Media, Marketing and Advertising

The OMMA Awards for Online Advertising Creativity were created in 2006 to honor those advertisers that push the potential of online advertising creative. In 2008, they added two new disciplines, the OMMA Awards for Integrated Online Campaigns, which honors brand marketers and their agencies, and the OMMA Awards for Web Site Excellence, which honors Web publishers.

For more information on the OMMA Awards, please visit the [MediaPost](#) website.

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.

www.digitas.com | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](https://www.facebook.com/Digitas)

About Digitas Health

Digitas Health works with the world's leading pharmaceutical, bioscience, and medical device companies to help their brands develop meaningful and valuable connections with healthcare consumers and professionals. Digitas Health is the world's largest and fastest-growing agency dedicated to helping clients transform healthcare marketing. With offices in Philadelphia, New York, Boston and London, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe (Euronext Paris: FR0000130577), the world's third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

www.digitashealth.com | www.facebook.com/digitashealth | www.twitter.com/digitas_health

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