

DIGITAS TAKES 1 GOLD AND 1 BRONZE AT 2009 IAB MIXX AWARDS

BOSTON – FOR IMMEDIATE RELEASE –Digitas (www.digitas.com), a leading global digital marketing and media agency, won Gold and Bronze at the 2009 IAB (Interactive Advertising Bureau) MIXX Awards. Digitas and American Express won Gold in the “Business-to-Business” category for its “OPEN Syndicated Content Player” campaign. The agency also took Bronze in the “Product Launch” category for the Crest Whitestrips® “Kiss Me in 3D” campaign.

- > Gold | BUSINESS-TO-BUSINESS
Client: AMERICAN EXPRESS, “OPEN Syndicated Content Player”

- > Bronze | PRODUCT LAUNCH
Client: P&G/CREST WHITESTRIPS, “Kiss Me in 3D”

These awards come on the heels of taking “The Creativity Award” and “Agency of the Year” at the 2009 Festival of Media in Valencia, Spain, as well as sharing one Silver and two Bronze at the 2009 Effie Awards.

During the 2008 IAB MIXX Awards, Digitas and American Express won the Gold in the Brand Awareness and Positioning Category for its “OPEN Forum” campaign. The agency took the Bronze in the Product Launch category for Downy’s “Discovering Radiance” campaign.

About the IAB:

The Interactive Advertising Bureau (IAB) is comprised of more than 375 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive’s share of total marketing spend, and of its members’ share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.

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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