



Contact:

Heloisa Mello  
Máquina Comunicação  
Corporativa Integrada  
Tel: (55 11) 3147-7413  
[heloisa.mello@maquina.inf.br](mailto:heloisa.mello@maquina.inf.br)

## DIGITAS BRAZIL APPOINTS NEW ART DIRECTOR

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Sao Paulo—For Immediate Release—Rita Silva, known in the Brazilian market as Ritinha, is the new art director at Digitas in Brazil. The agency, world leader in digital marketing, announces the hiring of professional. She will strengthen the Samsung team, which also serves customers such as Topper and Electronic Arts, which is led by creative director Roberto Fabri. Ritinha worked in Africa, agency where attended companies as Itaú, Brahma, Vivo, Mitsubishi and Vale. Before that, she had worked with Portal Virgula and the Office of Rubens Paiva.

This is the second contract announced by Digitas Brazil this semester. In August, the company announced the arrival of Renato Taralli as new Director of Support Services.

### 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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