

INVESTING IN NEXT GENERATION DIGITAL TALENT

LONDON - October 5, 2009 - Digitas UK is playing a pivotal role in promoting young British creative talent during the D&AD autumn programme. This month Digitas UK is challenging some of the most talented young creative students in the industry to find some creative solutions to commercial briefs picked to offer the students considerable bandwidth for inspirational creativity.

According to ECD, Sav Evangelou, Digitas UK will be encouraging mould breaking thinking and innovative digital exploration. Says Evangelou: "We're delighted to be part of the prestigious D&AD training programme which run for the international creative community to bridge the gap between education and the workplace."

D&AD is an educational charity that represents the global creative, design and advertising communities. Since 1962, D&AD has set industry standards, educated and inspired the next generation and, more recently, has demonstrated the impact of creativity and innovation on enhancing business performance.

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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