

## DIGITAS HONORED WITH BEST PREMIUM-BASED PROMOTION AT THE 2009 PRO AWARDS

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BOSTON - FOR IMMEDIATE RELEASE -Digitas ([www.digitas.com](http://www.digitas.com)), a leading global advertising agency, took Best Premium-Based Promotion at *PROMO's* 2009 PRO Awards. Digitas and American Express took first place in this category for their "Wishlist" campaign. *PROMO's* PRO Awards recognize outstanding achievement in promotion marketing in the United States and the award for Best Premium-Based Promotion is given to the campaign whose promotion is most effective in using a product premium to drive sales.

- > Best Premium-Based Promotion: [http://promomagazine.com/pro\\_awards/american-express-wishlist/](http://promomagazine.com/pro_awards/american-express-wishlist/)

This award comes on the heels of Digitas and American Express winning the Gold in the Business-to-Business category at the 2009 IAB MIXX Awards for their "OPEN Syndicated Content Player" campaign. Additionally, the agency has topped PRO Award categories for five consecutive years and has been awarded the Promotional Marketing Associations' highest reward, the Super Reggie, in 2008 and 2009.

### 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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