

MITCH LEVY JOINS DIGITAS AS EXECUTIVE CREATIVE DIRECTOR

Agency Taps Industry Innovator to Lead P&G Business

Boston - For Immediate Release - Mark Beeching, global Chief Creative Officer, Digitas, (www.digitas.com) today announced the hiring of Mitch Levy as Executive Creative Director of P&G for the agency's Boston office. Levy will report to Heath Rudduck, ECD Boston.

"I am immensely excited to have Mitch join us," Rudduck said. "He brings an international flair and knowledge that greatly boosts our growing and dynamic team. Not to mention his spectrum of skill and belief in the renaissance of our business—that will really help set the pace."

Levy joins Digitas from The Spark Factory, where he developed and executed a proprietary virtual workplace and ideation technologies for clients such as Factory London, Golden Park Beach Resort, and Bahrain International Circuit (F1). He has garnered numerous industry awards, including honors from the Cannes Lions, the Clios, and D&AD.

"We are thrilled that Mitch is joining our creative team in Boston," Beeching said. "His passion and drive for seeing clients succeed will help the agency deliver more innovative and effective content for our clients."

Prior, Levy was Creative Director at Everythingville where he handled creative duties for clients such as Number One Cover Insurance UK, United Nations HIV/AIDS and Toyota Fork Lifts. As executive creative director at Joshua London, Levy worked with clients including Procter & Gamble, Royal Mail and Masterfoods. He has also held positions with Lowe Howard Spink and TBWA.

"I am very excited to join the Digitas team," said Levy. "My role will not only entail focusing on the innovative efforts of the team but also enabling everyone to make the most creative impact as possible. I'm looking forward to contributing to the success of our clients' businesses."

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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