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## DIGITAS NAMED A TOP WORKPLACE IN CHICAGO AND DETROIT

### Agency Wins 20<sup>th</sup> Best Place to Work Nod in Little Over Two Years

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**CHICAGO** - November 18, 2010 - [Digitas](#), the top global integrated brand agency, has been honored with two Top Workplaces awards in one week, making it its 20<sup>th</sup> "Best Place to Work" award in a little over two years. The agency was named a Top Workplace by both the *Chicago Tribune* and the *Detroit Free Press*.

Over 1,300 companies in the Chicago area were invited to participate in the contest for Chicago's Top Workplaces, with 220 registering for the survey. Digitas was one of only four agencies selected on the final list of 100 companies.

In the same week, the *Detroit Free Press* named Digitas a Detroit Top Workplace for the second consecutive year. Digitas was the only agency selected in its category of more than 170 workplaces in Southeast Michigan surveyed for the list.

These honors come on the heels of a number of other awards for the Chicago and Detroit offices. In 2010, Chicago was honored as the "Best Place to Work In Illinois" by *The Business Ledger*, as well as an Elite Winner in "Chicago 101's Best and Brightest Places to Work For" by the National Association of Business Resources and one of the "Best Places to Work in Chicago" by *Crain's Chicago Business*.

In 2010, Detroit was honored as one of "Metropolitan Detroit's 101 Best and Brightest Places to Work For" by the Michigan Business & Professional Association as well as the "Next Generation Innovation Company" by Fusion Detroit in its annual Horizon Awards.

Additionally, this honor is the most recent in a string of similar awards for other Digitas offices. Boston, New York, and Stamford have received similar honors from the *Boston Business Journal*, *Hartford Business Journal*, the Best Companies Group, and the New York State Society for Human Resource Management.

For more details about these awards, please visit the websites for [Chicago's Top Workplaces](#) and [Detroit's Top Workplaces](#).

#### About **Digitas**

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act.; producers of first and most well renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, 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.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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