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DIGITAS LONDON NAMES SAV EVANGELOU EXECUTIVE CREATIVE DIRECTOR

Wunderman Veteran Brings Cross-Category Brand Experience

London - For Immediate Release - Howard Geisler, president of the London office of leading global digital marketing and media agency Digitas (www.digitas.com), has tapped Sav Evangelou as the agency's new executive creative director in the UK. The Wunderman veteran will oversee all creative work coming out of the London office. He will report to Global Chief Creative Officer, Mark Beeching.

Previously a group creative director at Wunderman, Sav has created award-winning integrated digital campaigns for some of the world's top brands. He led a multi-million pound pitch and served as creative director for the full scope of Land Rover's digital communications. Sav also spearheaded new business wins and award-winning digital campaigns for Orange and Adidas.

"Sav has a proven track record of creating visually stunning, innovative campaigns while simultaneously delivering results," said Beeching. "His presence in London will ensure that Digitas continues to raise the bar for creative work on the web."

Before joining Wunderman, Sav served as creative director for beeb.com, the BBC's commercial online division where he oversaw the digital launches of world famous BBC brands.

In 2001, Sav was elected to be a Fellow of the Royal Society of the Arts. He is a graduate of Middlesex University.

"As the world's leading digital agency, Digitas is at the forefront of the most exciting developments in digital communications," said Evangelou. "I look forward to joining their world class team and lending my talents to their prestigious roster of clients."

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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