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DIGITAS PRESENTS “DIGITAL AFFLUENCERS” PANEL AT ADVERTISING WEEK

Top Brands Buick, Equinox, Microsoft and Sears Holding Co. Take the Stage

NEW YORK - September 23, 2010 - [Digitas](#) today announced the details of its upcoming [Advertising Week](#) session—Digital Affluencers—where Liz Ross, Chief Growth Officer for Digitas N. America will lead a conversation with top industry marketers. Brands are increasingly being built using unorthodox ideas and deeper insights, with people leading the charge. With this shift in the marketing landscape, how do brands rethink mass marketing to one-on-one scaled impact? Ross and panelists will explore through that lens, how brands identify “affluencers” and how to capture and leverage their content.

Panelists to include:

- Craig Bierley, Director, Buick GMC Advertising
- Pat Dermody, VP of Media Buying, Digital and Social Networking, Sears Holding Co.
- Megan Hanley, General Manager, Global Media, Microsoft
- Cie Nicholson, CMO Equinox

Digitas’ Event Details:

September 27, 2010
2:00 to 2:45 PM EST
Times Center Hall
243 West 41st Street

For more information and to register, please visit the [Advertising Week](#) website.

About **Digitas**

Digitas is a leading global integrated brand 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. (Euronext Paris: FR0000130577) is the world's third 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 45,000 professionals.

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