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KITCATT NOHR DIGITAS WINS REVOLUTION MAGAZINE'S BEST INTEGRATED MARKETING CAMPAIGN

Agency Recognized for Snickers World's Longest Football Match Campaign and its Record-Breaking Results

LONDON - April 18, 2011 - [Kitcatt Nohr Digitas](#) (KND), a top integrated brand agency, has won *Revolution* magazine's prestigious "Best Integrated Marketing Campaign" award. The Snickers World's Longest Football Match campaign was recognized for using a range of media channels to "bring a 'big idea' to life." Coupling innovative creative and effective media elements, KND not only energized brand champions, but broke the Guinness World Records and ultimately increased Snickers' sales in the Middle East.

"At Digitas, we help our clients create active brands that make you think, love, laugh, and join in—brands that inspire you to action," said Stephan Beringer, President, Digitas International. "The Snickers' campaign did exactly this. By uniting football players and enthusiasts and then sharing it online, we created an exciting one-of-a-kind interactive experience. We're honored that *Revolution* has acknowledged this achievement and awarded us this esteemed recognition."

About the Campaign: Snickers Steps up to Make Football History

In spring 2010, everyone in the Middle East was advertising football, but thanks to strategic audience research, Snickers was able to tap into the Middle East football fan demographic. Snickers invited fans to "step up" and participate in the World's Longest Football Match, resulting in 36 men selected from over 13,000 hopefuls. They men came together to play their hearts out and became something much bigger than a football match—they became part of football history.

Snickers live streamed the game while photos and player information were posted to a dedicated website and official Facebook page. Video messages and fan comments of support flooded in from across the world. Digital became TV and Snickers gained brand champions nationwide.

Digitas' String of Honors

The Revolution award comes on the heels of additional big wins for Digitas internationally. The agency was recently awarded the One Show Silver Pencil for Innovation for its work with American Express and the Tribeca Film Festival for "My Movie Pitch," and the agency was just shortlisted for three campaigns by the Webby awards.

The 2011 Revolution Awards took place on 14 April in London and KCND beat out other finalists Farfar Isobar, McCann London, Red Bee Media and Saint@RKCR/Y&R. For more information on the awards, please visit: <http://www.revolutionawards.com/about>

About Kitcatt Nohr Digitas

Kitcatt Nohr Digitas was formed in March 2011 following the merger of digital agency Digitas London and integrated agency Kitcatt Nohr Alexander Shaw.

The agency's clients include British Olympic Association, Delta Airlines, John Lewis, Lexus, NS&I, P&G, Shell, Snickers, Toyota, and Waitrose.

Kitcatt Nohr Digitas is part of the VivaKi network (a community which contains the world's two largest digital specialist agencies, Digitas and Razorfish, and the world's two largest media communications companies, Starcom Mediavest Group and ZenithOptimedia), and owned by Publicis Groupe.

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

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