



## PUBLICIS GROUPE

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### PRESS RELEASE

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## **PUBLICIS GROUPE ACQUIRES KITCATT NOHR IN THE UK**

**Paris, March 3rd, 2011** - Publicis Groupe announced today that it has acquired Kitcatt Nohr, a leading, UK-based, integrated agency. Kitcatt Nohr will be merged with Digitas in the UK, creating a new agency, Kitcatt Nohr Digitas, which will be part of VivaKi.

Kitcatt Nohr was founded in January 2002 by Creative Partner Paul Kitcatt, Managing Partner Marc Nohr, Client Partner Vonnie Alexander and Chairman Jeremy Shaw. Kitcatt Nohr employs 68 interactive communication specialists bringing the staff count to 150 at the newly formed agency. Four times winner of Agency of the Year, the agency has over 75 Creative and Effectiveness Awards to its name. The newly formed agency has a complementary client roster that includes Body Shop, British Olympic Association, Delta Airlines, John Lewis, Lexus, NS&I, P&G, Samsung, Shell, Toyota, and Waitrose.

The acquisition brings together one of the most celebrated integrated agencies in the UK with the world's largest digital marketing network. The new entity will combine Kitcatt Nohr's integrated creativity and one-to-one marketing with Digitas' global presence, CRM expertise and proven ability to build interactive engagement models for brands and businesses. The new entity Kitcatt Nohr Digitas' creative hub will be headquartered in London, linked to 3,500 creatives, technologists and analysts located around the world. The class leading creative reputation of Kitcatt Nohr Digitas will be fortified by the power of the VivaKi global network (\$60 billion in adspend; the VivaKi Nerve Center).

Kitcatt Nohr Digitas management will be led by Marc Nohr, Chief Executive Officer and Paul Kitcatt, Chief Creative Officer. Both will report to Stephan Beringer, President, Digitas International. Sav Evangelou, Executive Creative Director of Digitas London, has been promoted to an international role with responsibility to several multinational clients. He will report to Mark Beeching, Chief Creative Officer of Digitas.

Kitcatt Nohr Digitas is uniquely positioned at the intersection of digital, media, content, creativity and analytics. The agency will leverage technology, both the talent and tools, in creative and innovative ways to bring to life and scale ideas. The combined operation will create a robust, full-service offering that includes: full creative services, media planning and ideation, technology and innovation, specialized skills in digital marketing, brand communications, CRM, content and social media.

Stephan Beringer, President, Digitas International *"There are many synergies between Digitas and Kitcatt Nohr which both complement and strengthen the agencies. This move enables us to offer clients a deeper and wider service on a global basis. It's a win win for all."*

Marc Nohr, Chief Executive Officer Kitcatt Nohr Digitas, *"By bringing together Kitcatt Nohr with Digitas, we are adding to our agency resources we could not build in our lifetimes: huge capabilities in technology, in media, in data and in digital design. It's exciting to be a part of this merger and we are looking forward to sharing our expanded capabilities with our clients."*



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#### **About Kitcatt Nohr**

Integrated creative agency, Kitcatt Nohr Alexander Shaw (abbreviated Kitcatt Nohr, not KNAS) launched in January 2002 by Creative Partner Paul Kitcatt, Managing Partner Marc Nohr, Client Partner Vonnie Alexander and Chairman Jeremy Shaw. Four times winner of Agency of the Year, the agency has over 75 Creative and Effectiveness Awards to its name. The agency's leaders were described as "one of the strongest management line-ups in the industry" by Campaign in 2009. The agency's clients include Age UK, Waitrose, John Lewis, National Savings & Investments, Toyota GB, Lexus, Age UK, the Department of Health, COI and NSPCC. Contact: Kitcatt Nohr Alexander Shaw Ltd, 48-50 St John Street, London EC1M 4DG T / 020 7012 3950 - F / 020 7253 6709  
<http://www.kitcattnohr.com/>

#### **About 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 employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

Website: [www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe)

#### **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 customers 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. [www.digitas.com](http://www.digitas.com) | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](https://www.facebook.com/DigitasFanPage)

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