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PRESS RELEASE



PUBLICIS GROUPE: MOST AWARDED COMPANY IN ADWEEK'S 2015 MEDIA PLAN OF THE YEAR COMPETITION

Publicis Groupe [Euronext Paris: FR0000130577, CAC40] is proud to announce that it is the most awarded company in the 2015 AdWeek Media Plan of the Year (MPOY) Awards competition, with 12 recognitions overall.

"I am extremely proud of the work of our teams from across the Groupe who were able to develop the campaigns recognized with this honor. I'd like to congratulate them very sincerely, and also to thank our clients who often have the audacity to explore these bold solutions with us. It's interesting to note that this 'blur' which we hear about so often is so strongly represented in these awards, as we've got ZenithOptimedia and Starcom Mediavest Group honored next to DigitasLBI and Saatchi & Saatchi. This is a testament, if ever there was need for one, of the effectiveness our strategic approach and the quality of our teams," commented Maurice Lévy, Chairman & CEO of Publicis Groupe.

The most recognized Publicis Groupe campaigns at the 2015 Adweek MPOY Awards include Taco Bell Blackout by DigitasLBI, which was also awarded a Silver Lion for media at the Cannes Lions Festival, and P&G Always #LikeAGirl by Starcom Mediavest Group, in collaboration with Leo Burnett and MSLGROUP, which also took home the prestigious Titanium and Glass Lions at the Cannes Lions Festival. In fact, DigitasLBI has set an Adweek MPOY record with four total wins, more than any other single agency has won since the creation of the competition. Starcom Mediavest Group and its agency Spark have also won a combined total of four awards.

The Adweek MPOY distinction is a rigorous media-specific industry awards competition recognizing the best executions and communications plans created by media departments. Amongst a total of 29 campaigns awarded, Publicis Groupe's work won in categories across the board. The breakdown of awards by agency and category is as follows:

DigitasLBI:

- Campaign Spending Less Than \$500,000: Taco Bell Blackout
- Best Use of Social (Less Than \$500,000): Taco Bell Blackout
- Best Use of Mobile (\$1 Million-\$2 Million): Taco Bell Mobile Ordering App
- Best Use of Insights: American Express Everyday Genius

Starcom Mediavest Group:

- Campaign Spending \$1 Million-\$5 Million: Newcastle Brown Ale Band of Brands
- Campaign Spending \$5 Million-\$10 Million: Always #Likeagirl
- Best Use of Social (\$4 Million-plus): Always #Likeagirl
- Best Use of Alternative Media Spending \$500,000-\$1 Million: Delta Faucet, Shower Station breaks records at Mud Run

Team One:

- Best Use of Data: Lexus NX, Beyond Utility: 1000 to 1
- Best Use of Native Advertising (Less Than \$500,000): Lexus, Through the Eyes of Lexus LS

Zenith:

- Best Use of Alternative Media (\$2 Million-\$4 Million): Kohl's and The Voice
- Best Use of Social (Less Than \$500,000): FX, American Horror Story: Freakshow

Publicis Groupe's creativity and innovation has been highly recognized in 2015, including the Groupe taking home a record 257 Lions at the 62nd annual Cannes Lions International Festival of Creativity- including 7 Grand Prix, 51 Gold, 64 Silver, 129 Bronze and 6 Special Awards among which 2 Glass Lions. Starcom Mediavest Group was the most awarded media network at the Cannes Lions Festival with 164 total nominations, and is also ranked the number 1 global network by AdAge and RECMA. Zenith is ranked the number 2 media network in the U.S. based on revenue according to AdAge. A condensed list of major awards won by the Groupe's agencies in the first half of 2015 can be found [here](#).

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBI, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom Mediavest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 76,000 professionals.

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