

# PUBLICIS ONE MALAYSIA INTRODUCES GLOBAL PERFORMANCE MARKETING AGENCY, PERFORMICS

## *Performics to level playing field for digital marketing industry in Malaysia*

24 November 2016, Kuala Lumpur : Publicis One Malaysia today launched the global performance marketing agency, Performics, giving local market clients access to an improved digital service offerings and world class performance marketing expertise.

“Performance marketing is a strategy that is widely gaining popularity in Malaysia because of its measurable outcome. At the forefront of the industry, we are proud to have Performics leveling up the playing field for the industry and ensuring that our clients stand out above their competitors,” said Tan Kien Eng, Group Chief Executive of Publicis One Malaysia and Chief Executive Officer of Leo Burnett Malaysia.

With the launch, Performics’ offerings will include Planning & Insights, Analytics & Technology, Performance Content, Performance media and Performance consulting to clients.

Commenting on the launch of Performics in Malaysia, Head of Media for Publicis One, Piye Wong noted, “Performics is a global brand in performance marketing built for the relentless pursuit of results, and being connected to a global network will allow us to accelerate the pace of business accountability in our clients’ business.”

“Our objective is to be solution focused in doing what is right for clients’ business. To do that requires a new level of transparency, expertise and being platform and tech agnostic.” said Performics Malaysia’s General Manager, Mr. Stan Chew.

The brand will be serving a list of clients who are in the market demanding of more sophisticated and integrated solutions. This includes clients from diverse backgrounds including ecommerce, Travel, FMCGs, Finance, Entertainment and Electronics.

Leveraging on the global Performics network, its clients in Malaysia clients will benefit from the following advantages:

- Performics’ footprint and worldwide network



- Performance and accountability - The outcomes achieved via performance marketing will be able to improve optimization.
- Transparency - Performance marketing is aimed at getting actions from users, and therefore outcomes achieved through this method are measurable and quantifiable.
- Strategy - Performance marketing is seen by Performics as an integral part of the media planning and buying process.
- Specialists & tools - Performics has an experienced team of specialists and works with best-in-class tools at a global level.

Among the list of notable clients being serviced by Performics are Samsung, AirAsia, Coway, Mead Johnson and AIA.

Stan Chew brings with him 12 years of media experience from across Malaysia and China. Upon appointment, Chew's roles in Performics include defining long term growth strategy for the agency and ensuring quality product and people.

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#### About Performics

As the original performance marketing agency, Performics converts consumer intent into revenue for the world's most admired brands. Across a global network operating in 41 countries worldwide, Performics creates connected and personalized digital experiences across paid, earned and owned media. RECMA recognized Performics as one of their Top Digital Agency Networks of 2014. Headquartered in Chicago, Performics is a Publicis Media company. To learn more, visit [www.performics.com](http://www.performics.com)

#### About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with around 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. Follow Publicis One's latest news on [Facebook](#) and [Twitter](#).