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PRESS RELEASE

A History of Advertising
Stéphane Pincas and Marc Loiseau



**PUBLICIS GROUPE AND TASCHEN ANNOUNCE THE LAUNCH OF
A HISTORY OF ADVERTISING
BY STEPHANE PINCAS AND MARC LOISEAU**

Paris, September 8, 2008 – Publicis Groupe and TASCHEN announce today the publication of the book *A History of Advertising*, written by Stéphane Pincas and Marc Loiseau. The authors are both advertising veterans, with several decades of experience working within Publicis Groupe.

This book is a work which, for the first time, gives a cyclorama of advertising. Comprehensive from an historical point of view in that the period begins in 1842 and brings us all the way to the start of the millennium. Comprehensive also in geographical terms because we are not only taken through American, English or French campaigns but also through those of emerging economies such as Brazil, India or China. Comprehensive finally, from the point of view of so many different brands and businesses being represented.

Throughout this book we are given wonderful examples of classic brands (such as Dim, Coca-Cola, Nescafé) which have known how to respond to both changing demand and technology in order to remain successful. Over recent years, advertising has broadened to include social causes, and this book reflects the contemporary artistic licence used to reflect them.

Split into chronological chapters, the book presents numerous iconic campaigns through the decades. We get to discover the advertising work of great photographers from Steichen to Richard Avedon, Sebastião Solgado, Paolo Reversi as well as Jeanloup Sieff. Well-known film directors such as Guy Ritchie, Wong Kar Wai, Tony Scott, John Woo, Jean-Jacques Annaud and many others also make an appearance. We even get to see the truly surprising contributions of some of the 'giants' of the art world such as Picasso or Magritte.

"This book is an invitation to rediscover some of the wonderful creative work that spans more than a century. Certain of these still resonate in our memories. A History of Advertising is a simple 'family' story, the story of Publicis Groupe and its big creative networks." commented the book's authors Stéphane Pincas and Marc Loiseau.

About the authors:

Stéphane Pincas and Marc Loiseau are advertising veterans from Paris, having worked over three decades in top creative departments and on social research respectively. During their long period in the industry, mostly at Publicis Groupe, the fourth largest communication group, they have helped to build legendary French brands nationally and internationally. Their in-depth knowledge of the field and their personal adventures are reflected in this publication.

