



PUBLICIS GROUPE

PRESS RELEASE

## **Publicis Groupe Agencies Win New Marketing Assignments for P&G's Oral-B**

**Paris, April 3, 2007** – Publicis Groupe is proud to announce that it has just won extensive marketing duties from Procter & Gamble on its Oral-B products. A wide range of Publicis Groupe agencies – Publicis, Starcom MediaVest Group, MS&L, Digitas, Arc and Saatchi & Saatchi X – will work on the account, which will involve advertising, package design, interactive marketing, media planning and buying, public relations, and shopper marketing.

Publicis Groupe won the account in a competition with Omnicom, several of whose agencies, including BBDO, had previously worked on Oral-B business.

In announcing the news last night, Procter & Gamble stated:

“The Procter & Gamble Company (NYSE:PG) today announced it has assigned agency responsibility for its global Oral-B franchise to Publicis Groupe. Publicis Groupe will lead a new agency model for Oral-B. The new model encompasses not only advertising agency responsibility, but is designed to integrate the multi-disciplinary areas of creative advertising, design, public relations, interactive marketing, media planning and buying as well as shopper marketing in support of the Oral-B business.

“We’re changing in a big way our approach to agency support for the Oral-B business,” said Charlie Pierce, President, Global Oral Care. “Our desire for seamless integration has led us to implement an agency model that brings together a dynamic group of agency resources to deliver holistic communication plans for Oral-B moving forward.”

This assignment follows a competitive pitch conducted in recent weeks for a new agency model. Each agency delivered excellent plans to move to a new agency approach.

“Implementing an agency model that moves us from many separate agencies to one team, one leader and one purpose for a franchise will strengthen accountability, simplify decision-making and generate bigger, better, more holistic ideas,” said Jim Stengel, global marketing officer, Procter & Gamble. “This is a new way to work with agencies for Oral-B and an important move for P&G.”

Effective July 1, 2007, Oral-B agency support will transition to the Publicis Groupe with the offices of Publicis, Starcom Mediavest Group, MS&L, Digitas, Arc, Saatchi & Saatchi X and for design, a non-Publicis Groupe agency (LPK) working together as one team within a more collaborative agency model to manage the global assignment.”



**Publicis Groupe** (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 40,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: [www.publicisgroupe.com](http://www.publicisgroupe.com) and [www.finance.publicisgroupe.com](http://www.finance.publicisgroupe.com)

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