



ROAR

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# PRESS RELEASE



## PUBLICIS GROUPE LAUNCHES ROAR, A FULL-SERVICE DIGITAL AGENCY

**Publicis Groupe (Euronext Paris: FR0000130577)** announced today the launch of ROAR, an agency of hand-picked talent drawn from across the digital resources within the Groupe. The creation of ROAR will see strategy, creative, user experience, media, and analytics brought together in a single agency offering.

Embracing the idea that people are inherently analog and ultimately their behavior is rooted in emotion, ROAR will use a combination of intelligence (IQ), emotion (EQ) as well as technology (TQ) to transform the marketing strategy of its clients.

ROAR is headquartered in New York with offices in Atlanta, Chicago, Boston, London and Hong Kong. The agency launches with JPMorgan Chase and will selectively pursue additional clients.

At the helm of the pride resides Sean Reardon as ROAR's President. He will report to both Rishad Tobaccowala, Chief Strategy & Innovation Officer at VivaKi as well as Tim Jones, Chairman & CEO, ZenithOptimedia, North America and Chairman, Performics, Worldwide.

ROAR's leadership team includes: Madeleine Freind, Executive Vice President, Lead Across Digital Activities, and Head Of Client Service, and Eric Pisick, Executive Vice President, Media.

*"ROAR has been created to meet specific client needs while delivering the alchemy that comes with combining insight, emotion and technology to transform the business of our clients,"* said Rishad Tobaccowala.

*"Leadership was a vital component for this role. We wanted a leader with multi-discipline experience and strategic chops capable of leading us into the future - Sean more than fits the bill,"* added Tim Jones.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (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 62,000 professionals.

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## About ROAR

ROAR is a full-service agency operating primarily across digital and media services headquartered in New York with presence in Atlanta, Chicago, Boston, London and Hong Kong. ROAR is a division of Publicis Groupe.

## Contacts

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