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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES TURNER DUCKWORTH

*Leading Design Agency to Become Part of Leo
Burnett Worldwide*

Publicis Groupe [Euronext Paris: FR0000130577] announced today the acquisition of Turner Duckworth, a leading design and branding agency.

Founded in 1992, Turner Duckworth designs iconic visual identities and packaging for consumer brands such as Coca-Cola, Visa, Miller, Oreo, Jacobs, Google, The Glenlivet, Samsung, Waitrose and Metallica. The Turner Duckworth team of 70 professionals is spread between its London and San Francisco offices.

Turner Duckworth will be aligned with Publicis Groupe's Leo Burnett, underlining the importance Leo Burnett places on the marriage of design and creative advertising to deliver effective and meaningful communications programs for blue chip clients.

The agency will continue to operate under the name Turner Duckworth and will retain its existing management team and structure. In addition to partnering with Leo Burnett to build seamless communications for their clients, Turner Duckworth will continue to collaborate with clients' agencies, regardless of network affiliation.

Bruce Duckworth and David Turner, joint CEO and CCO of Turner Duckworth, commented: *"With Leo Burnett, we see eye to eye about the importance of creative excellence, the growing impact of design on the brand communications world, and the desire to have a strong design voice on a global scale. Most importantly, we like them as people. We have already collaborated with Leo Burnett on work for both Coca-Cola and Samsung, so we know it's a great fit, and that clients are hungry for seamless creativity from their agencies."*

Tom Bernardin, chairman and CEO of Leo Burnett said: *"This is a very important milestone for our company. It makes me very proud that men of David and Bruce's caliber would come to our creative agency to find a home and assist in their global expansion."*

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 62,000 professionals.

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Viva la Difference !

About Leo Burnett

A HumanKind communications company, [Leo Burnett Worldwide](https://www.leoburnett.com) operates with a simple and singular approach: put a brand's purpose at the center of communications to truly connect with people. For the past four years, Leo Burnett has been ranked #1 in "New World Thinking" by *The Gunn Report*. In 2014, Leo Burnett was named "Network of the Year" at the International ANDY Awards, ADC Awards, MENA Cristal Festival and at the inaugural Cannes Health Lions. Part of the Publicis Groupe, Leo Burnett Worldwide is one of the world's largest agency networks with 85 offices and 9,000 employees. The global agency network works with some of the world's most valued brands including Coca-Cola, Fiat, Kellogg's, McDonald's, Nintendo, P&G, Samsung and Tata among others. To learn more about Leo Burnett Worldwide and its rich history of creating iconic brands, visit our [site](#), [Facebook](#) page and follow us via [@leoburnett](https://twitter.com/leoburnett).

Contacts

Publicis Groupe

Peggy Nahmany	Corporate Communications	+ 33 (0)1 44 43 72 83
Martine Hue	Investor Relations	+ 33 (0)1 44 43 65 00
Stéphanie Constand	Investor Relations	+ 33 (0)1 44 43 74 44

Leo Burnett Worldwide

Amy Cheronis	Reputation & Communications	+1 312 493 9949
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