



**PUBLICIS GROUPE INTRODUCES
ITS 2015 ANNUAL WISHES:
“THE VERY GOOD WISHES”**



Publicis Groupe [Euronext Paris: FR0000130577, CAC40] is back with the latest season of its annual wishes featuring Maurice Lévy. A tradition that began as a simple recorded message from Mr. Lévy to the Groupe, has since 2008 become a much-anticipated yearly rendez-vous, rooted in creativity, innovation and technology.

Like your favorite series, the character remains the same season after season- Maurice Lévy in his office with his wishes for the New Year. Publicis Groupe brings you “The Very Good Wishes” for 2015- spreading joy this season by making a donation to the children served by Make-A-Wish®, an organization that grants the wishes of children with life-threatening medical conditions in nearly 50 countries around the world.

“The Very Good Wishes” allows you for the first time to control a YouTube video on your desktop with your smartphone/tablet as the joystick. By syncing your device to “The Very Good Wishes”, you gain control of a carnival claw swinging around Mr. Lévy’s office as he gives his speech. The aim of the game is simple – agilely trap the stuffed animals around his office, helping Mr. Lévy wrap them up. With each catch, you’ll see the item slide seamlessly from the desktop to your mobile, wrapped up and ready to be shared on social media. After all, the more we work together, the better we do.

Aim well, and you might accidentally catch Mr. Lévy’s personal belongings and other hidden items around his office – his beloved candy jar, lamp, phone, Cannes Lion or other items – unlocking extra surprises in the video. Move the claw too much or too far, or even catch the Maurice Lévy himself...and you will see what happens!

Enjoy “**The Very Good Wishes**” and subscribe to the Publicis Groupe YouTube channel here: <http://www.publicisgroupewishes2015.com/> and check out what others have caught by joining the conversation on Twitter & Facebook: **#TheVeryGoodWishes** .

To donate and help grant magical wishes to Make-A-Wish kids battling life-threatening medical conditions, visit <https://secure.worldwish.org/publicis.htm>.

We'd like to extend a special thank you for the ongoing support of our digital partners at Google and YouTube on this project year after year.

TECH FACTS:

- This is the first YouTube video game controlled by a mobile/tablet device, another original technology developed by DigitasLBI France.
- The joystick functionality controlling the video uses the accelerometer feature on your smartphone.
- This experience is made up with 290 sub videos, creating the interactivity of the experience.
- A month of tests and engineering was necessary for the development and creation of the carnival claw.
- Mr. Lévy's office was recreated in 3D to test the behavior of the clamp before the shooting.

KEY FACTS:

- More than 1,000 stuffed animals were present during the shooting (none of them were harmed).
- The storm scene finally succeeded at messing up M. Lévy's hair.
- The Cannes Lion present in the video is the real one awarded in 2013 for “The Human YouTube Player.”
- The musical signature of the wishes is the same used in “The More The Merrier,” re-orchestrated in a fun-fair style.
- This is the first ever Publicis Groupe wishes that is both an interactive video game and a charitable experience.
- There are a total of 30 items to catch in Mr. Lévy's office, and 9 hidden catches (you'll see when you get one!)

HOW IT WORKS:

Synchronize your smartphone with your desktop (or the other way round) by entering the URL in your smartphone/tablet (Android and iOS compatible) or flashing the QR code. Then, you take control of the claw and start the game using your smartphone as a game joystick: lean it right, left or up and down to go forward and backward. Push the central button to activate the claw and catch objects. Test your chances by re-playing as many times as you wish in order to catch all the items in Mr. Lévy's office. Share your catches on Twitter and Facebook, inviting others to try their chances

Watch the demo here: <http://youtu.be/soLj46akF5w>
Download visuals to share here: <http://bit.ly/1zW1DB4>

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Prodigious

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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, Nurun), 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 64,000 professionals.

www.publicisgroupe.com | Twitter: @PublicisGroupe | Facebook: www.facebook.com/publicisgroupe | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference !*

About Make-A-Wish®

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Based in Phoenix, Arizona, Make-A-Wish is the world's largest wish-granting organization, serving children in nearly 50 countries on five continents. With the help of generous donors and more than 32,000 volunteers worldwide, Make-A-Wish grants a wish somewhere in the world every 22 minutes on average. Since 1980, it has granted more than 334,000 wishes to children around the world. For more information about Make-A-Wish International, visit worldwish.org, and for more information about Make-A-Wish America, visit wish.org.

About Make-A-Wish® France

Founded in 2005, Make-A-Wish France is a 1901 law nonprofit association, granting the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. It is one of the 38 affiliates of Make-A-Wish International, one of the world's leading children's charities, granting wishes in nearly 50 countries around the world. Make-A-Wish France granted nearly 100 wishes in 2013. Visit Make-A-Wish France at makeawishfrance.org to learn more.

About DigitasLBI

DigitasLBI is a global marketing and technology agency that transforms businesses for the digital age. We help companies of all shapes and sizes decide what's next... and then we take them there. In 25 countries around the world, across 40 offices, there are more than 6,000 digital experts working to enrich people's lives via our unique blend of strategy, creativity, media and technology. Our skills span insight, brand building, content creation and distribution, as well as the ability to help clients organise themselves for the consequences of the change. We act as strategic partner to some of the world's most exciting brands across travel, financial services, FMCG, publishing, telecoms and retail. There are many things that make DigitasLBI unique but if we had to choose one it would be our ability to connect data with storytelling to help make brands special, shareable and more ultimately valuable wherever, whenever and however people choose to engage with them.

About Prodigious

Prodigious designs, produces and delivers brand content across all channels, using the best tools and workflow processes. The result: seamless global brand execution across all markets without compromising creative quality. This is brand logistics™. It is built on five pillars: cross-media campaign implementation, global delivery, enhanced process design and deployment, process and cost optimization and uncompromised creativity. Prodigious boasts 1,600 employees in nearly 20 locations across Europe, North America and Latin America, including four offshore platforms in Costa Rica, Colombia, Mauritius and Romania. Citi, Coca Cola, L'Oreal, Renault or Sanofi are amongst its global clients. www.prodigious.com

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