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# PRESS RELEASE



## **PUBLICIS GROUPE LAUNCHES SAPIENT INSIDE: THE COMBINED POWER OF PUBLICIS COMMUNICATIONS AND THE PUBLICIS.SAPIENT PLATFORM**

**Publicis Groupe [Euronext Paris: FR0000130577, CAC40]** today announced a new initiative, Sapient Inside, designed to bring the best of the Publicis.Sapient platform to Publicis Communications clients, providing them with a significant competitive advantage by connecting brand marketing to digital and enterprise technology.

More than ever clients are looking for outstanding creative solutions, but increasingly require that those solutions leverage technology in order to scale their marketing investments effectively. With Sapient Inside, the combination of Publicis Communications and the Publicis.Sapient platform will provide our clients with inspiring levels of creativity, digital transformation approaches, and world-class consulting and technology capabilities.

Today's news builds upon Publicis Groupe's objective, announced December 2, 2015, to radically modify its business model to create an agile, dynamic organization focused on delivering client impact. This new model, and its purpose-built modular design, will allow Publicis Groupe to configure from across its vast range of expertise to help clients advance their businesses with the speed and agility demanded by the increasingly digital marketplace. Our unmatched range across creativity, communications, media, digital, consulting and technology, enables a true partnership with our clients that considers customer needs and expectations alongside company enablement to move clients' businesses to the future.

Maurice Levy, Chairman and CEO of Publicis Groupe, commented: "This is the latest piece in our transformation, which will give our clients access to unrivalled capabilities via the Power of One. With Sapient Inside, we will provide our Publicis Communications clients with access to an integrated powerhouse of world-class creative talent, brand stewardship, omni-channel strategy capability, consulting and all of the technology horsepower needed to realize the biggest of ideas."

Sapient Inside's teams of digital consulting and technology experts will be physically embedded within Publicis Communications offices, leveraging existing digital experts and providing a seamless link to the Publicis.Sapient platform's expertise in enterprise digital transformation, scaled technology solutions and communications platforms.

Arthur Sadoun, CEO of Publicis Communications, commented: "Sapient Inside is a critical cornerstone in Publicis Communications' transformation: it gives our creative agencies unmatched competitive advantage by integrating world-class digital and technology capabilities into our leading brand marketing operations in a totally seamless way for our clients. It is also a unique opportunity for our people to further experience and expound the alchemy of creativity and technology."

Alan Herrick, Global CEO of Publicis.Sapient, continued: “As companies grapple with increasingly complex business environments created by digitally empowered consumers, the market now demands that they connect and combine previously disconnected experiences and functions. This new world requires a different kind of partner. Sapient Inside’s highly-integrated, dynamically configurable environment transcends conventional attempts at collaboration, further breaking down silos and enabling true collaboration for the benefit of our clients that is not available anywhere else in the market.”

Sapient Inside will begin rolling out on July 1st, with initial offices in New York, Chicago, London, Paris, Shanghai, Hamburg and Dubai. The program will expand to additional offices globally over the next year.

The rollout will be co-led by Guy Wieknyk, European CEO of Publicis Worldwide, and Christian Oversohl, Managing Director of SapientNitro for Asia Pacific. Each is a seasoned business leader with extensive experience in scaling digital offerings.

## About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. Active across the entire value chain, from consulting to creation and execution, Publicis Groupe offers its clients a unified, fluid model allowing them access to all the Groupe’s tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: “Publicis Communications” (Publicis Worldwide with MSL, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious), “Publicis Media” (Starcom, Zenith, Mediavest | Spark, and Optimedia | Blue 449); “Publicis.Sapient” a one of a kind global digital platform (Sapient Consulting, SapientNitro, DigitasLBI, Razorfish ) and Publicis Healthcare.

Present in 108 countries, the Groupe employs more than 77,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe) | LinkedIn: [Publicis Groupe](https://www.linkedin.com/company/publicis-groupe) | <http://www.youtube.com/user/PublicisGroupe> | *Viva la Difference!*

## About Publicis.Sapient

Publicis.Sapient, part of Publicis Groupe, is a Digital Transformation Platform purpose-built to solve for the challenges of today’s digital world — where companies seek to become fully digital businesses. The Publicis.Sapient platform was forged to address this challenge by helping clients advance 7 key and increasingly interrelated business activities. We do this by uniquely combining Digital Solutions & Business/Technology Consulting. The Platform houses the leading digital pioneers and thinkers from DigitasLBI, Razorfish and SapientNitro, combined with experienced consultants and technologists with deep industry expertise from Sapient Consulting. By dynamically configuring to ensure our clients have access to our full collection and connection of expertise, the Publicis.Sapient platform is creating a new way of working with clients that is agile and responsive to meet the demands of the digital marketplace. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries. For more information, visit [www.publicis.sapient.com](http://www.publicis.sapient.com)

## About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe’s creative offering : Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, as well as, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in over 100 countries, Publicis Communications aims to deliver transformative work to its clients and to attract the best talents in the industry. Publicis Communications draws upon the expertise of over 35,000 employees.

Creative Reel: [https://youtu.be/PjY9oXZ6\\_B0](https://youtu.be/PjY9oXZ6_B0)

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