

# Publicis One Announces Local Leadership in Turkey

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Publicis One, a future-forward business model that is being implemented in more than fifty countries globally, has today launched its operations in Turkey and announced the local leadership appointment. Bringing all of the Publicis Groupe agency brands' capabilities and expertise under one roof, this model is intended to provide clients with end-to-end solutions, including easy and flexible access to a diverse set of experts and capabilities. Brands under the Publicis One Turkey umbrella include Publicis Istanbul, Publicis Healthcare, Leo Burnett, Leo PR, Saatchi & Saatchi, Nurun, Voden, Starcom, Mediavest | Spark, Zenith, Vivaki Creative, DataWise, Liquid Thread and Digitouch.

"We are delighted to bring the Publicis One model to Turkey, one of the most promising markets in the world today," said Jarek Ziebinski, Global Chief Executive Officer, Publicis One. "The opportunities this model creates in providing our clients with powerful solutions addressing their needs of integration and specialization are endless. I also believe that we are creating a whole new canvas for our talent which will inspire the new kind of creativity brands need today - driving growth and delivering value for our clients."

**Savaş İnanç Dedebaş** has been appointed CEO of Publicis One Turkey. Dedebaş is currently Vivaki Country Chair and CEO of the Starcom Mediavest Group and oversees the operations of agency brands Starcom, Mediavest | Spark, Zenith, Vivaki Creative, LiquidThread and DataWise. Dedebaş joined Starcom in 2004 and has held a variety of roles including leading multinational clients and agency management. He transformed the media agency business with his impeccable entrepreneurial spirit. Under his leadership, Starcom Mediavest Group Turkey has been consistently recognized as among the world's best media agencies.

"İnanç is a proven leader who embodies the vision, qualities and relevant experience we seek for the leadership of Publicis One in Turkey," said Misa Lukic, Regional Chief Executive Officer of Central Eastern Europe. "We believe in the immense potential of Turkey's economy. Over the years, we have developed a strong suite of capabilities via all our agency brands in Turkey that address our clients' communications needs. Publicis One, under the leadership of Inanc, will take us a step further, allowing us to integrate our expertise and offer our clients more holistic plans that address their needs for business transformation and differentiation in the market."



A *local* board has been created to guide Publicis One Turkey transformation process and to set the overarching strategic vision. The local board will be headed by country CEO **Savaş İnanç Dedebaş**. **Özlem Öğüt Çital**, General Manager of Publicis İstanbul, has been tasked as Board Member, Creative. With close to 20 years of experience and award winning portfolio, Özlem Öğüt Çital will offer insight through her strong experience in developing and executing industry-leading creative strategies. **Yunus Güvenen** has been chosen as Board Member, Integration. He will be responsible for engineering the integration roadmap and lead its implementation. Yunus Güvenen is the founder and current CEO of Digitouch, Turkey's leading performance marketing agency acquired by Publicis Groupe. **Kurtuluş Eker** joins the board as the Board Member, Digital & Technology. Kurtuluş is the founder and CEO of Voden, one of Turkey's strongest digital agencies. As an expert on integration of ideas, design and technology, Kurtuluş Eker will offer his thought leadership in digital landscape. Finally, İlker Alişoğlu, CFO of Vivaki Turkey will be Chief Financial Officer of Publicis One Turkey.

All agency brands will continue to exist with their own leadership teams and strategic priorities. Publicis One agency brands in Turkey have very strong management structure, and under the leadership of the Publicis One Turkey CEO İnanç Dedebaş, they will act as the backbone of the transformation process.

“Publicis Groupe’s ambition with the restructuring is to be the admired force for business transformation, driven through the alchemy of creativity and technology. Publicis One represents the agency model of the future. Publicis One Turkey board and agency brand leadership profile reflects this progressive perspective. With our industry-leading vision, integration of services and extending our expertise in data, digital, technology and experience design to the Groupe level, we will remove complexities and orchestrate transformational business strategies for our clients” said İnanç Dedebaş, CEO of Publicis One Turkey.

Publicis Groupe also recently completed the full acquisition of Lion Communications Turkey, a leading communications company, which manages various Publicis Groupe’s agency brands including Publicis, Publicis Healthcare, Nurun and Saatchi & Saatchi locally.

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## About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).