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PRESS KIT

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Publicis Groupe Unveils Marcel

Marcel to Accelerate the Transformation of Publicis Groupe from a Holding Company to an 80,000-Person Enterprise Platform

Publicis Groupe today unveiled Marcel - named after Publicis Groupe founder Marcel Bleustein-Blanchet - AI-powered innovation that will accelerate transforming the organization from a holding company to a platform, creating the first truly borderless, frictionless enterprise workforce, comprised of 80,000 employees worldwide, and usher in a new era of creativity and innovation.

Arthur Sadoun, Chairman & CEO, Publicis Groupe, said:

"In June last year, Publicis Groupe announced the creation of Marcel, to connect our 80,000 employees and completely reinvent the way that we work, for ourselves and our clients.

Since then, our industry has gone through unprecedented challenges, demonstrating that incremental change is not a solution. The need for reinvention is stronger than ever.

At Publicis Groupe, we haven't waited to act. We have broken the divide between data, creativity and technology. We have broken our silos through the Power of One. Today, we are breaking the barriers between talent and opportunity with Marcel.

Marcel is a journey to shift Publicis Groupe from a holding company to a platform and give creative minds the freedom to progress and thrive in this ever-changing industry.

Marcel is the proof of our commitment to our people. At Publicis, we will put them first in our transformation, and give them the opportunity to learn, share and create more than anywhere else.

Marcel is the proof of our commitment to our clients. They will be able to leverage our incredible diversity of talent to bring to life the ideas they need to grow their business.

And, of course, Marcel is the proof of our commitment to our industry. We will be a force for good, by leading the change.

Tying the development of Marcel to our one-year industry event hiatus was a controversial decision, but a necessary one. It drew a line in the sand and left no doubt that we are determined to do whatever it takes to reinvent an industry that has struggled to evolve over the past 40 years. So I'm grateful to our people, our clients, and our partners at industry festivals around the world for their support and solidarity during this period, which will end in July 2018.

And, last but not least, I'd like to thank everyone at Publicis Groupe who, both directly and indirectly, have contributed to the ideation and production of Marcel. Marcel is the power of all of us, working as one, and we have already begun to prove that."





Marcel: The Vision

People-First Focus: Empowering Every Employee to the Power of 80,000

In a world where people no longer want to work for companies and instead expect companies to work for them, Marcel is the first enterprise platform designed with people-first benefits and experiences in mind.

At its core, Marcel is about empowering every single Publicis employee to the power of 80,000. Founded in a belief that an augmented workforce leads to higher engagement, which in turn leads to better work and results for clients, Marcel is built on the foundation of four key pillars: knowledge, connectivity, opportunity and productivity.

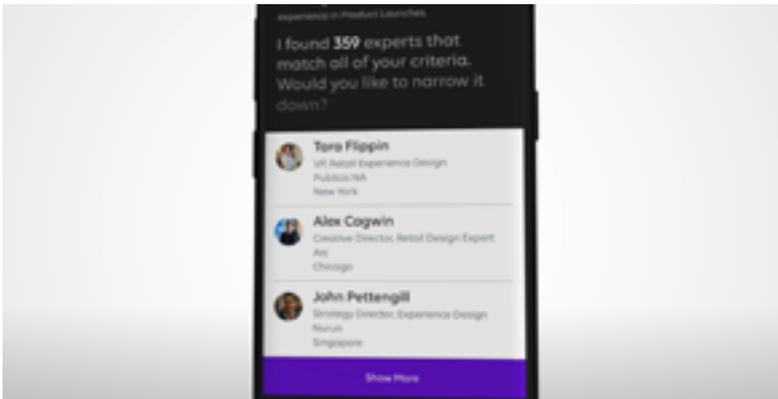
The power of knowledge serves to educate and inspire our people through creative work and illuminating business, industry, account and cultural intelligence.

The power of connectivity finds, matches, casts and suggests the most appropriate people within the Groupe to connect, depending on people's needs, interests, behavioral patterns and desires.

The power of opportunity provides a multitude of ways that each person can contribute, participate and flex their skills and passions on other projects beyond their day-to-day accounts.

The power of productivity turns the often tedious and highly-manual processes like timesheets and expenses into seamless and incredibly easy tasks. Fueled by a live organizational data graph and Microsoft AI technology, Marcel will deliver a fluid, intuitive, intelligent and rich experience for the 80,000 strong workforce.





[Marcel: The Demo](#)

Enterprise-level Innovation: Introducing the Marcel AI Platform

The bold ambition to transform Publicis Groupe into a platform required that the Groupe take on very significant enterprise business challenges. One important challenge is around data. With more than 80,000 people and over 1,200 entities, spanning 200 specialties and thousands of clients, the Groupe has vast amounts of data. Publicis Groupe estimates well more than five billion data files.

In order to unlock the value of this data, the Groupe created the Marcel AI Platform built on Microsoft AI and Knowledge Graph technologies. This Knowledge Graph connects both structured and unstructured data that exist across the organization and then maps relationships within it. This centralized, integrated source of our own data will power Marcel as well as other enterprise initiatives. The Groupe will use Microsoft's sophisticated AI tools to process, filter, connect and organize the data to make it useful for its people. Improving the Marcel AI Platform will be an ongoing effort, foundational to transforming the Groupe in to a platform.

Publicis Groupe Agencies Lead User Experience Design & Brand Identity

The creation of Marcel has been a truly transformative initiative in support of Power of One, with technology and consulting arm Publicis.Sapient developing the Marcel user design and experience to build the Marcel platform. Publicis Communications' BBH (Bartle Bogle Hegarty) created Marcel's brand identity. This undertaking brings together the expertise and inputs from a diverse team of more than 100 people across the company including Publicis.Sapient, Publicis Communications, Publicis Media, Re:Sources, IT, legal, data privacy, procurement, and human resources.

Microsoft: Our Technology/AI Partner

Publicis Groupe found in Microsoft a partner with a shared vision to empower every employee with knowledge and the innovation to make the Marcel experience best in class. Microsoft AI is being used to power the knowledge graph behind Marcel, and the conversational AI experience that is bringing this knowledge to every employee. Microsoft's deep technical knowledge and industry-leading cloud capabilities including Azure and Office 365 made them the ideal partner.





Cannes Lions: Our Learning and Inspiration Partner

As part of Marcel's power of knowledge proposition, Publicis Groupe has entered into partnership with the Cannes Lions International Festival of Creativity to access The Work, a unique digital platform that showcases over 200,000 pieces of award-winning creative work from 2001-2018.

Employee & Client Data Security & Privacy Measures Built In

Data security and privacy were of the utmost importance in creating Marcel. Our data privacy and security offices were involved in the process from the beginning, thereby ensuring protocols including GDPR. Publicis Groupe is committed to its people and clients that their data is confidential and secure. Employees are not required to use Marcel and all of the interaction and data employees provide is fully opt-in.

Using Marcel: Mobile, Rapid-Response, Customized Experience Prompts

Built for today's technology-savvy work force, Marcel is launching as a mobile application for both Android and iOS. Future versions will include a desktop version or other interfaces as the need arises.

Designed to be as user friendly as any consumer app, employees can use Marcel through voice or text input. The AI engine will suggest refinements to queries that provide large returns to help someone rapidly make connections and complete goals.

Marcel will do more than respond to requests. It will also proactively present relevant knowledge, connections and opportunities. Each workday, Marcel will serve six prompts tailored to the person's role and interests in the form of a daily digest. Marcel will refine what it presents each day based on an employee's interaction and feedback.

Rollout Plan:

Today, Marcel is tested by a team of 100 alpha users. In June the Groupe will release a beta version to 1,000 people selected as an exact Publicis Groupe representation, by agency, role and geography. This group, will provide feedback that will help refine the app. As it has been said during the Investor Day, we have the goal to reach 90% of our people by 2020.

This beta phase will include:

- a precise onboarding process defined to ensure beta user profiles are complete
- a training module available to get the individual familiar with the Marcel platform
- a feedback function included for employees to provide real-time feedback

The aim of this real-time exercise will allow Publicis Groupe to:

- refine the app constantly
- course correct as needed
- improve the user's experience
- add functionality along the way

There will be multiple, updated versions until the optimal state-of-the-art product developed for rollout to the entire Publicis Groupe. Publicis Groupe will begin Marcel rollout to its 80,000-person workforce in January 2019.





About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), Publicis. Sapient (SapientRazorfish & Sapient Consulting) and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

www.publicisgroupe.com | [Twitter:@PublicisGroupe](https://twitter.com/PublicisGroupe) | [Facebook](https://www.facebook.com/publicisgroupe) | [LinkedIn](https://www.linkedin.com/company/publicisgroupe) | [YouTube](https://www.youtube.com/user/publicisgroupe) | Viva la Difference!

Publicis Groupe Contacts:

Peggy Nahmany
Publicis Groupe
+ 33 (0)1 44 43 72 83

Anita McGorty
Publicis Media
+1 (917) 929 - 4775

Jean-Michel Bonamy
Publicis Groupe Investor Relations
+ 33 (0)1 44 43 77 88

Lizzie Dewhurst
Publicis Communications
+44 (0) 794 991 8194

Chi-Chung Lo
Publicis Groupe Investor Relations
+ 33 (0)1 44 43 66 69

Janice Snook
Publicis Communications
+1 (650) 400 - 4448



Who's who



Carla Serrano

Chief Strategy Officer
Publicis Groupe

Member of the Publicis Groupe
Executive Committee

Carla Serrano is the Chief Strategy Officer of Publicis Groupe and acting Chief Executive Officer of Publicis New York.

In her current role, she draws on her background in strategy, integration and leadership to incorporate transformative thinking in all aspects of Groupe agency operations and in service of the Groupe's clients and businesses.

Carla has spent most of her career in strategic planning across a variety of advertising agencies big and small, like TBWA Chiat/Day, BBDO, Berlin Cameron & Partners and Naked. She has worked on many global iconic brands including Apple, CocaCola, Samsung, Pfizer and Nissan.

Throughout her career, Carla has helped develop a number of strategic integration practices in pace with the digitally-led changes of the industry. She revels in change and is passionate about driving seamless strategic innovation in service of transformative business solutions.

Who's who



Véronique Weill

General Manager
Publicis Groupe

Member of the Publicis Groupe
Executive Committee

Véronique Weill joined Publicis Groupe as General Manager in September 2017, in charge of operations, IT, real estate, insurance and mergers & acquisitions.

She started her career in Audit at Arthur Andersen in 1983. She then spent 21 years at JPMorgan, including 2 years in London and 6 years in New York, where she was Global Head of Operations for Investment Banking and Global Head of Shared Technology and Operations.

In 2006, she joined AXA as Chief Operating Officer, Member of the Management Committee, in charge on marketing, digital, data, distribution, procurement, technology and operations. She led the digital transformation and the efficiency program, part of the Ambition AXA Plan. She then became Chief Customer Officer, Head of Asset Management, responsible for partners, AXA Global Direct, Italy and Spain.

Véronique Weill graduated from Sciences-Po Paris and the Sorbonne University in 1983.



Who's who



Dawn Winchester

EVP, Chief Digital Officer
Publicis North America

Dawn Winchester is EVP, Chief Digital Officer Publicis North America. Since the inception of Marcel last year, Dawn has been a key member of the Marcel leadership team helping to lead strategy and implementation of the platform.

Dawn also leads the M Labs initiative launched last summer which has launched several beta programs to prepare for Marcel with Publicis clients including Walmart and Heineken.

With over 20 years experience, Dawn is recognized as a world-class digital and marketing leader with a proven track record for building successful digital and technology operations. Since joining Publicis in 2014, Dawn has led the ongoing transformation of the agency through capability development, client engagement and new business wins. With over 450 digital experts in North American, Publicis is the only integrated agency with digital at its core.

Before joining Publicis, Dawn was the EVP/Chief Marketing Services Officer of R/GA where she spent 15 years as a member of the executive leadership team. As a key architect of R/GA, Dawn has produced some of the most successful and award-winning case studies in digital marketing, products and services for leading global brands. In addition, Dawn founded several R/GA capabilities and departments including client services, research, strategy, analytics, media and digital advertising.

Prior to R/GA, Dawn held several positions at New York agencies in digital, traditional and media roles.



Who's who



Emmanuel André

Chief Talent Officer
Publicis Groupe

Member of the Publicis Groupe
Management Committee

Emmanuel joined Publicis in September 2017 as Chief Talent Officer of Publicis Groupe covering the key areas of organization, leadership development, top talent recruitment and the culture at large.

Emmanuel began his career in Paris at BDDP, where he followed a path in account servicing that lead him to handle new business and global clients. Emmanuel later came to New York to join TBWA\Worldwide as Chief of Staff for three years, before heading to Hong Kong to become Regional Director of TBWA\Asia Pacific.

In 2008, he returned to New York to become Chief Operating Officer for the TBWA collective. As COO, Emmanuel developed TBWA's global offering, setting up new capabilities and the new edition of TBWA's core methodology, Disruption®. He was named President International in 2012 to focus on the network's "people" strategy.

Who's who



Nick Law

Chief Creative Officer
Publicis Groupe

Member of the Publicis Groupe
Executive Committee

Nick Law is Chief Creative Officer of Publicis Groupe and President of Publicis Communications since May 2018.

As one of the industry's most progressive creative leaders, Nick's mission will be to take the Groupe's creative performance to the next level; leveraging, curating and nurturing the full spectrum of creative talent, harnessing the power of data and technology to deliver the best creative solutions to their clients, brands and businesses.

Nick will also play a key role in shaping and accelerating the Groupe's transformation to a platform that connects, empowers and unleashes the creative potential of each and every Publicis employee.

He will have the reach and authority over the entire Groupe creative community in a seamless way.

As President of Publicis Communications, he will be charged with developing a unified creative ethos that helps foster strong, dynamic and diverse cultures across the spectrum of the Groupe's creative brands, namely Leo Burnett, Saatchi and Saatchi, Publicis Worldwide, BBH, Fallon and Marcel.

Nick is a member of the Publicis Groupe Executive Committee and reports directly to Arthur Sadoun, Chairman & CEO of Publicis Groupe.

Who's who



Arthur Sadoun

Chairman & CEO
Publicis Groupe

Arthur Sadoun is Chairman & CEO of Publicis Groupe, the world's third largest communications group.

At the age of 21, after graduating from the European Business School, Arthur left for Chile where he founded his own advertising agency, which he later sold to BBDO / Chile. Returning to France in 1997, he completed an MBA at INSEAD and joined the TBWA network as International Director of Strategic Planning and then as Director of Development. In 2000 he was appointed Executive Officer of TBWA/ Paris, becoming CEO in 2003.

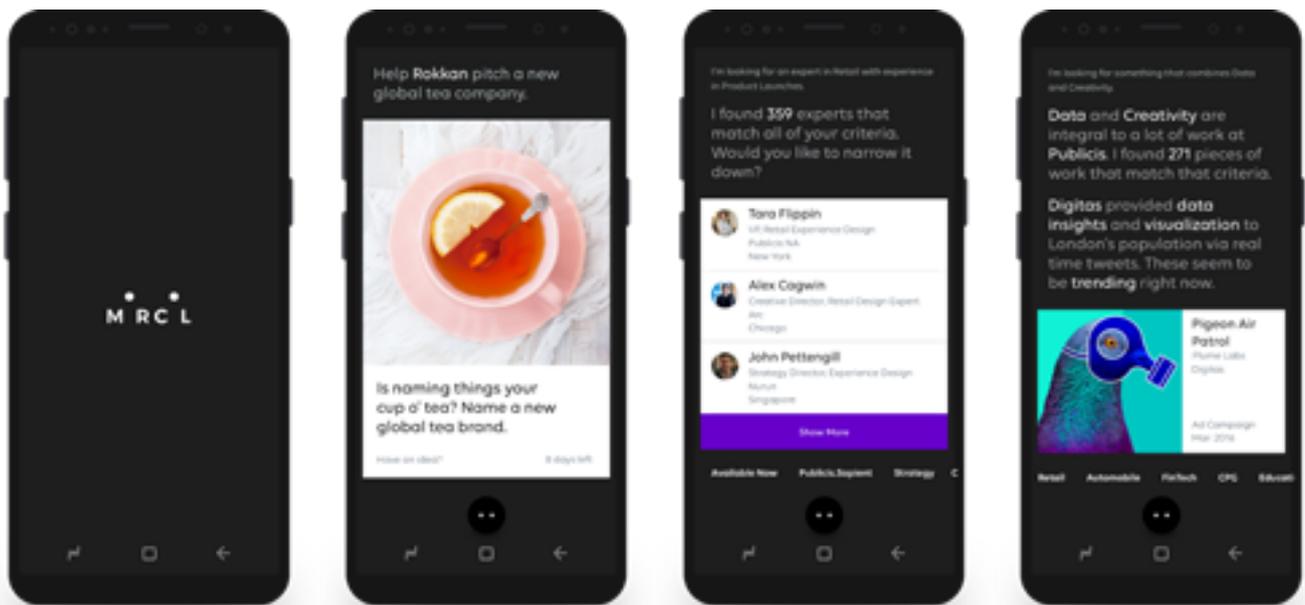
In December 2006, Arthur Sadoun was named CEO of Publicis Conseil, the flagship agency of Publicis Groupe founded by Marcel BleusteinBlanchet. In January 2009, Maurice Lévy appointed Arthur Sadoun CEO of the network Publicis France, employing 1,600 people.

Under Arthur's leadership, Publicis Conseil was crowned Agency of the Year in 2008, 2009 and 2010, and Publicis France was named Network of the Year consecutively from 2009-2012. In April 2011, Arthur Sadoun was appointed Managing Director of Publicis Worldwide, before being named as the network's Chief Executive Officer in October 2013. In December 2015 he was named CEO of Publicis Communications, Publicis Groupe's creative hub composed of the Leo Burnett, Saatchi & Saatchi, Publicis Worldwide, BBH, MSLGROUP and Prodigious networks and counting nearly 30,000 employees. Arthur Sadoun was appointed Chairman & CEO of Publicis Groupe, succeeding Maurice Lévy in June 2017.

Logo



Screens



Download videos here:

- [Marcel: The Vision](#)
- [Marcel: The Demo](#)

