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Zenith launches new global brand vision and identity

Zenith has unveiled a new global approach to communications, supported by a relaunch of the network's brand identity, proposition and platforms.

Led by Zenith's Global Brand President, Vittorio Bonori, the move is the most significant development for the network since the launch of its ROI Agency positioning in 2002. Building on this unique positioning, Zenith has launched a new proposition that will enable the network take a lead role in marketing transformation in order to drive profitable growth for clients.

Called ROI+, the new approach is designed to solve business challenges through advanced communications models. The approach has three key client benefits. First is the creation of 'upstream' strategies that deliver greater ROI through business transformation. Second is a focus on the full consumer journey in order to design personalised communication at scale. And third is maximising 'downstream' efficiencies through market-leading automation, such as machine learning.

Zenith's new approach is brought to life by a full rebranding of the agency. Building on The ROI Agency positioning, Zenith has a new mantra: "We blend data, technology and brilliant specialists to scout out new opportunities, solve complex challenges and grow client business".

The new agency proposition sees Zenith's 'peak' logo re-imagined as a framework and is supported by new colours, fonts and photography that set a bright and differentiating tone across all Zenith's brand assets around the world.

Zenith's global website – www.zenithmedia.com – has been totally overhauled as part of the global rebranding programme. As the global leader in advertising expenditure forecasting, Zenith has a wealth of data and insight and this is now available in a new, interactive section on the site called Global Intelligence.

The new global approach and rebrand was developed by Zenith's new Global Leadership Team working closely with leaders from Zenith's key markets around the world, including USA, UK, Germany and China. Zenith also worked with a range of digital, design and consultancy partners on this key development programme.

Vittorio Bonori, Global Brand President, Zenith, said: “We have a vision for delivering transformational growth for our clients and this required a new way of working that embraces both technology and invention. I believe that Zenith’s new proposition and brand identity builds on our distinctive ROI positioning and sets us further apart from the competition.”

For further information, please contact:

Tim Collison

Head of Global Communications

Tel: +44 20 7961 1126

Email: tim.collison@zenithmedia.com

About Zenith

Zenith is The ROI Agency. We blend data, technology and brilliant specialists to scout out new opportunities, solve complex challenges and grow our clients’ businesses. Zenith is part of Publicis Media, one of four solution hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One. We have over 5000 brilliant specialists across 95 markets. We are experts in communications & media planning, content, performance marketing, value optimisation and data & analytics. Zenith works with some of the world’s leading brands including Aviva, Coty, Kering, Lactalis, L’Oréal, Nestlé, Nomad Foods, Oracle, RB, SCA, Sanofi, Toyota and 21st Century Fox.