

# Press release



# 08/29/13



## **PUBLICIS GROUPE ACQUIRES ESPALHE – PR AND DIGITAL MARKETING AGENCY IN BRAZIL**

**Recognized for its creative reputation and its social media**

Olivier Fleurot, Global Chief Executive Officer, MSLGROUP, “Over the last three years, MSLGROUP has grown to be the #1 agency network in Europe, Greater China and India, and today marks an important step in our network’s development in Brazil and in Latin America. The Espalhe MSLGROUP team will have the full support of MSLGROUP’s global network and their proven approach to social audience engagement will be essential in today’s changing communications landscape.”

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announced today the acquisition of a majority stake in Espalhe, one of Brazil’s leading digital and social media marketing agencies. Founded in 2003, Espalhe, which means ‘spread’ in Portuguese, employs more than 90 staff across its offices in São Paulo and Rio de Janeiro.

Espalhe is a recognized leader and innovator in the Brazilian market as a result of their unique capabilities in integrating digital, social, PR, events and other disciplines to deliver creative campaigns that engage fans and deliver business results. The agency has seen double-digit organic growth in each of the past five years and has continued to expand its scope of services and strengthen its proprietary campaign management tools. Its social media engagement monitoring and analysis tool, IndexSocial ([www.indexsocial.com.br](http://www.indexsocial.com.br)), is the leading source of insights into how brands are performing in Brazil’s social media landscape and is frequently cited by marketing and business media. Key agency clients include both prominent Brazilian brands such as the Guaraná Antarctica and Ambev Corporate, as well as international brands including Fiat/Chrysler, Halls, Activia and adidas.

The agency’s creative campaigns have been recognized in Brazil, across Latin America and globally, including recognition in Advertising Age in 2011 for one of the top 10 “Most killer pieces of creative” Halls Green Grape Campaign and again in 2012 as one of the top 50 most creative organizations in the world and the only recognized company from Brazil. Espalhe has quickly become one of the hottest agencies to work for in Brazil and has one of the largest agency fan pages on Facebook in the country with almost 50,000 fans.

The agency will be renamed to Espalhe MSLGROUP and join MSLGROUP, Publicis Groupe’s strategic communications and engagement network. Espalhe MSLGROUP will retain its current management team made up of Gustavo Fortes, Cleber Martins, Roberta Paixão and Patrícia Albuquerque.

