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ZenithOptimedia to launch new global media network in 2014

Sébastien Danet appointed Chairman of new ZenithOptimedia network

ZenithOptimedia is to launch a new global media network in order to drive business growth and to further develop communications specialisms across the group. The network will operate alongside Zenith and Optimedia and the other businesses within the ZenithOptimedia Group: Newcast, Performics, Moxie, Engauge, Ninah and Sponsorship Intelligence.

Under the working name of Project Blue, the new network will launch in the first quarter of 2014. In the UK, the new network will be represented by Walker Media, which Publicis Groupe acquired at the end of last month. Formed in 1989, Walker Media is the largest independent media agency in the UK and is led by Phil Georgiadis, Chairman, and Simon Davis, CEO. Walker Media's clients include: Marks & Spencer, Dixons Group, KFC, Halfords and Weetabix.

Sébastien Danet, President ZenithOptimedia France and Chairman VivaKi France, is being promoted to Global Managing Partner of ZenithOptimedia and as part of this role will become Chairman of the new network. Sébastien will retain his ZenithOptimedia and VivaKi France responsibilities and will continue to be responsible for ZenithOptimedia's French-based global clients. Sébastien joined Zenith France in 1997, when he was appointed President. In 2002, Sébastien was promoted to Vice-President, ZenithOptimedia France, and was then made President in 2007.

The new network will adopt the principles of Live ROI, but will have its own distinct positioning. It will drive cutting edge thinking and will become a centre where new ideas can be incubated. The new network will also have a key focus on specific categories, including: retail, automotive and pharmaceuticals.

Steve King, CEO, Worldwide, ZenithOptimedia, said: “With the launch of the new network, we have an amazing opportunity to deliver new communications services and to work with a broader range of clients around the world.”

Steve King added: “Sébastien Danet is a leading figure in the French advertising market and a key member of the ZenithOptimedia Global Executive, so I am absolutely delighted that he is now taking on the role of Global Managing Partner at ZenithOptimedia and will be leading our new network. Equally, Walker Media has a fantastic track record and reputation in the UK and is ideally placed to be the launch agency of the network.”

Sébastien Danet, Global Managing Partner, ZenithOptimedia, said: “I am delighted to be taking on the new global role at ZenithOptimedia and am truly excited by the challenge of leading a new network. I am looking forward to working with Steve King and the ZenithOptimedia Global Executive to craft new media approaches for brands around the world.”

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, Bacardi-Martini, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.