

**3<sup>rd</sup> March 2016**

## **ZenithOptimedia launches Blue 449 in Hong Kong**

Blue 449, part of the ZenithOptimedia group, has opened its ninth network office with the launch of the agency in Hong Kong. This is the second office launch in Asia-Pacific for the new network, which is offering brands a new and innovative approach to communications.

Blue 449 was launched worldwide in March 2015, and during the past year has opened hubs in the UK, France, Italy, Australia, Germany, Belgium and Spain, the UAE and now Hong Kong. The new office in Hong Kong will act as a regional hub for APAC as well as being the local office for Blue 449.

The agency will be led in Hong Kong by Managing Director Nico Guiridlian. Nico joined ZenithOptimedia in 2000 and has led EMEA business development as well as being a Global Business Director. He has been in Hong Kong for the past three years as Managing Director, International Clients.

Blue 449 will be located in the offices of ZenithOptimedia and will work closely with all of the specialist units within the Group. At launch, Blue 449 Hong Kong will work with both global and local clients, such as Puma, BASF, Christies, and Pimco.

Blue 449 will have 17 city hubs by the end of its first year of trading. These agencies operate collaboratively with the other ZenithOptimedia brands: Zenith, Optimedia, Performics, Newcast, Moxie and Ninah. The Blue 449 network also benefits from access to the broad range of services within the Publicis Groupe and VivaKi within a new framework for clients called 'Open Source'. Relationships with media, technology and creative partners will be built upon collaborative, 'Open Source' management. They will also carry weight in the network's planning approach and its response to the new digital economy.

Nico Guiridlian, Managing Director, Blue 449 Hong Kong, said: “This is a truly exciting development in media communications. Blue 449 will be a dynamic, multi-hub network, benefitting from all the resources of ZenithOptimedia and Publicis Groupe and pioneering an Open Source, collaborative approach, seeking the best talent both locally and internationally. I feel that Blue 449 will be especially exciting and relevant in Hong Kong and Asia.

Andras Vigh, Global CEO, Blue 449, said: “We have launched Blue 449 to challenge the agency model and break with traditions. This launch is a significant step in the creation of the Blue 449 network and we are very proud to open Blue 449 here in Hong Kong, in a market that is very close to my heart having lived and worked here for over a decade. Nico and his team are excited about our unique way of working and we can’t wait to see what this will deliver for both local and global clients.”

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**About Blue 449**

Blue 449 – [www.blue449.com](http://www.blue449.com) - is a new global media network within the ZenithOptimedia Group.

Organised in 4 regional hubs, (EMEA, North America, Asia-Pacific, LATAM) with its headquarters in London, Blue 449 will operate across 17 city hubs around the world by the end of its first year.

Driven by an “Open Source” approach, Blue 449 will take charge of its customer’s business objectives and enable them access to the extensive range of services within the ZenithOptimedia Group and the Publicis Groupe, making use of external partners to the group, selected for their best results and the best possible value for its customers.

### **About ZenithOptimedia**

ZenithOptimedia - [www.zenithoptimedia.com](http://www.zenithoptimedia.com) - is a leading global media services network with over 7,500 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media agency 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 Aviva, Clarins, Kering, Lactalis, L'Oréal, LVMH, Nestlé, Oracle, RB, Richemont Groupe, SCA, Sanofi, Toyota and 21<sup>st</sup> Century Fox.