

# BtoB

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## INTERACTIVE AGENCIES

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## 2008 TOP AGENCY

### WINNER

## Digitas

**Location:** Boston

**URL:** www.digitas.com

**Key executives:** David Kenny, chairman-CEO; Laura Lang, CEO, Digitas USA

**Employees:** 2,500

**2007 revenue:** N/A

**2007 b-to-b revenue:** N/A

**Key clients:** American Express, AT&T, General

Motors, IBM, Intercontinental Hotels Group  
**Major 2007 campaigns:** AT&T, AT&T Networking Exchange, online community for IT professionals; Novo Nordisk, novomedlink.com, online resource center for health care providers; General Motors Fleet and Commercial, www.gmfleet.com, Web site redesign.  
**Comments:** Acquired by Publicis Groupe in January 2007; won new business from Joost, Manpower.com and Samsung; acquired interactive agencies Business Interactif in France and CGC in China; launched Prodigious Worldwide and Global Marketing Navigator.

INTERACTIVE WINNER DIGITAS, which was acquired by Publicis Groupe in January 2007, grew its business substantially throughout the year with new client wins, global expansion, the launch of new services and innovative online programs for clients.

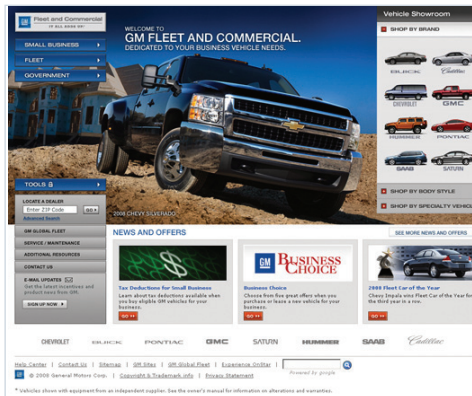
"In 2007, we saw our b-to-b clients embrace digital as a means of engaging, connecting with and building relationships with their customers," said Laura Lang, CEO of Digitas USA.

"We continued to make progress with clients like American Express, IBM and AT&T, who took their engagement and digital platforms to the next level. And we also added some pretty significant clients who are saying, 'We, too, want to step up and think about digital in a much more involving way.'"

Last year, Digitas added new clients including online video site Joost, career site Manpower.com and Samsung. It also deepened relationships with existing b-to-b clients.

For AT&T, Digitas expanded the AT&T Networking Exchange, an online community for IT professionals where they can connect, share best practices and learn about important issues facing the networking industry.

"The goal is to enhance AT&T's perception as a thought leader and also to help generate leads for AT&T's sales force," Lang said.



### GM Fleet

Digitas used Web 2.0 technologies such as RSS feeds, social networking, user-generated content and webcasts within the AT&T Networking Exchange to help IT professionals connect at a deeper level than before.

Digitas also expanded the use of new technologies for its Digitas Health division. For new client Novo Nordisk, a health care company that provides treatment for diabetes, Digitas Health developed NovoMed Link.com, a resource site for physicians and other health care providers.

The site features podcasts, video e-learning sessions, case studies, quizzes and other interactive tools to help health care providers learn about new treatments and industry issues.



### AT&T

Digitas also expanded globally, acquiring interactive agencies Business Interactif in France and CGC in China.

It launched new services including Prodigious Worldwide, a stand-alone digital production unit, and Global Marketing Navigator, a Web-based application that helps clients analyze marketing data across multiple channels.

"It makes the data much more accessible, much more automated. And [it] creates a different way to manage data," Lang said. "It is a very important part of answering what clients want, which is making faster decisions and being more accountable." —K.M.

# DIGITAS