

DIGITAS

FACT SHEET

DIGITAS

Digitas is a leading global agency with 32 offices in 19 countries that helps the world's biggest brands develop, engage and profit from building loyal relationships with their customers. The Agency works in all channels to pair media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands.

In 2009, the agency was awarded Agency Office of the Year at the Festival of Media, Agency of the Year by *OMMA Magazine*, and Best Interactive Agency of the Year, Les Agences de l'Année, France. Additionally, the agency has been a Top Agency for five years running by *BtoB Magazine*. In 2008, the agency received top honors as Agency of the Year, *Promo Magazine*, Interactive Agency of the Year, *BtoB Magazine*, and placed on the Digital A-List, *Advertising Age*.

Digitas also operates the brand content platform, The Third Act., the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Services

- Content creation, creative design and execution
- Digital and direct marketing
- Interactive and integrated marketing strategy, analytics and measurement
- Media research, planning and buying
- Planning (consumer insight)
- Promotions and branded entertainment
- Search marketing and optimization
- Technology enablement
- Video production

Agency Awards

- Agency of the Year, Festival of Media (2009)
- Ranked #1 Digital Agency, *Advertising Age* (2009)
- Runner-up, Interactive Agency of the Year, *BtoB Magazine* (2009)
- Ranked #1 Interactive Agency, *Promo Magazine* (2009)
- Agency of the Year, *OMMA Magazine* (2008)
- Best Interactive Agency of the Year, Les Agences de l'Année (2008)
- Agency of the Year, Promo 100, *Promo Magazine* (2008)
- Winner, Interactive Agency of the Year, *BtoB Magazine* (2008)
- Digital A-List, *Advertising Age* (2007)
- Silver Honors, Interactive Agency of the Year, *OMMA Magazine* (2007)
- Honorable Mention, Interactive Agency of the Year, *BtoB Magazine* (2007)
- Best Use of Interactive, Media Plan of the Year, *Mediaweek* (2007)

Campaign Awards

The agency has garnered international, national and regional awards including:
Creativity Award, Festival of Media - 2009
Two Bronze, MAA Globes - 2009
Four Dragons for India, Two Gold Dragons, Two Bronze Dragons, PMAA - 2009
Silver, Two Bronze, Effie Awards - 2009
Gold, Bronze, IAB MIXX Awards - 2009
Best Premium-Based Promotion, *Promo Magazine's* Pro Awards - 2009
Cybercrystal, Mèribel Ad Festival - 2008
Excellence Awards, The 6th China National Internet Advertising Awards - 2008
Silver, Effie China Awards - 2008
Golden Globe, MAA Globes of India - 2008
World Luxury Award - 2007
Media Plan of the Year, *Mediaweek Magazine* - 2007
Gold Promo Lion - Cannes 2006

Statistics

19 Countries
32 Agencies
3000 Employees

Headquarters in
Boston, MA, USA
www.digitas.com

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Notable Clients

- American Express
- AstraZeneca
- AT&T
- Carrefour
- Delta Air Lines
- General Motors
- InterContinental Hotels Group
- Kaiser Permanente
- Kraft
- Longchamp
- Mars
- MillerCoors
- Pfizer
- P&G
- Samsung
- Shell
- Total
- Whirlpool

Global Management Team

- Laura Lang
CEO
- Stephan Beringer
President, International
- Colin Kinsella
President, North America
- Mark Beeching
Chief Creative Officer
- Seth Solomons
Chief Marketing Officer
- Joe Tomasulo
Chief Financial Officer
- Tony Weisman
Global Client Leader