

DIGITAS

HISTORY

Digitas was originally founded in 1980 as Bronner Slosberg Humphrey Inc. (BSH), a company that grew to become one of the leading traditional direct marketing agencies in the United States. BSH provided services in all forms of direct response media including direct mail, print, alternative media, and DRTV. Since the mid 1980's, it has boasted long-term Agency of Record relationships with American Express, AT&T, Delta Airlines, and General Motors. The agency was renamed Digitas in 1999, a name that combines "Digital" and "Gravitas," with a mission of working with leading brands to successfully navigate the digital marketing environment.

Digitas has been widely recognized as a leader in digital and direct marketing, having been named *Adweek's* Interactive Agency of the Year three times, a One Show Bronze Pencil winner, and as a multi-Cannes Lion's winner, among others.

Today, Digitas is the leading marketing and media agency of the digital age, leading a new generation of creative marketing and media agencies designed to unleash the full possibilities of a digital age. One of the first global interactive agency network, the agency has offices in Brazil, China, France, Hong Kong, India, Japan, Singapore, Sweden, the United Kingdom, and the United States. Above all, Digitas is committed to its clients, inspired by their customers, excited by change, and fueled by a passion for collaboration and bold invention—breathing new life into old media.

TIMELINE

- 1980 Direct marketing agency, Bronner Slosberg Humphrey Inc. (BSH) is founded by Michael Bronner
- 1981 American Express becomes a client
- 1984 AT&T becomes a client
- 1994 BSH began working with clients in the interactive sector
- 1995 BSH launched the Strategic Interactive Group (SIG) as a subsidiary to focus on emerging applications of the internet in relationship marketing and e-commerce
- 1996 General Motors becomes a client
- 1999 BSH and SIG combine to form a single agency, Digitas, to seamlessly manage integrated marketing assignments.

Digitas is first quoted on the New York Stock Exchange

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- 2000 Named *Adweek IQ's* Independent Agency of the Year for the first time
- 2001 Named *Adweek IQ's* Independent Agency of the Year for the second time
InterContinental Hotels Group becomes a client
- 2002 Named runner-up in *Adweek IQ's* Independent Agency of the Year
- 2003 Pfizer becomes a client, appointing Digitas relationship marketing and interactive AOR for several brands including Viagra
- 2004 Digitas acquires competitor Modem Media in 2004 (forefather to Publicis Modem)
Named *Adweek IQ's* Independent Agency of the Year for the third time
Takes Cannes Cyber Lions Silver and Bronze for the Saab e-Booklet, and Direct Lions Gold and Bronze for their work with the Jazz Musician's Emergency fund
Takes Bronze Pencil Award at One Show Interactive
- 2005 Digitas receives Silver Honors in *Media Magazine's* Interactive Agency of the Year
- 2006 Digitas acquires Medical Broadcasting Company (forefather to Digitas Health), an interactive agency focusing on the health care industry
Digitas receives Runner-Up in *BtoB Magazine's* Interactive Agency of the Year
Takes Cannes Gold Lion, for Pontiac Solstice Early Order Program on "The Apprentice" with Leo Burnett
- 2007 Publicis Groupe acquires Digitas, the cornerstone of its global digital strategy
Digitas receives Honorable Mention in *BtoB Magazine's* Interactive Agency of the Year
Digitas receives Silver Honors in *OMMA Magazine's* Interactive Agency of the Year
Digitas combines the agency's pharma expertise with MBC to create Digitas Health
Digitas wins Media Plan of the Year from *Mediaweek Magazine*
Digitas launches Prodigious Worldwide, a first-in-market standalone productions company focused on pairing innovation in technology and execution to bring digital creative branding to life
Digitas spins off Modem Media agency, becomes Publicis Modem, the global digital arm of Publicis Worldwide. Additionally, Digitas transferred three former Modem Media operations in London, Atlanta, and Norwalk, CT, adding key clients and nearly 300 personnel.
Digitas Greater China created through the acquisition of CCG, the largest independent interactive agency in China
Digitas France created through the acquisition of Business Interactif, the largest independent interactive agency in France with offices in Paris and Tokyo, and two business units, iBase and Webformance
Digitas named lead brand agency for Miller Brewing Company's Sparks brand

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- 2008
- Digitas aligns with Solutions Integrated Marketing, the top marketing services company in India and Southeast Asia, and extends its global footprint in SouthEast Asia with offices in Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, New Delhi, and Singapore
 - IBase launches operations in China
 - Digitas named to *Advertising Age's* Digital A-List
 - Digitas named "Winner, Interactive Agency of the Year" by *BtoB Magazine*
 - Digitas named "Agency of the Year" by *Promo Magazine*
 - Digitas launches The Third Act, a brand content platform designed to help clients better leverage new and emerging opportunities for the creation and distribution of motion media content.
 - The Third Act: holds first-ever Digital Content NewFront to bring content creators, distributors and marketers together
 - Laura Lang named CEO of Digitas, stepping into role vacated by David Kenny who was named as joint leader of VivaKi, a Publicis Groupe collaboration
 - François de La Villardière is elevated to CEO, Digitas Latin America
 - Digitas aligns with Tribal, one of the top independent interactive agencies in Brazil, extending its global footprint into South America
 - Digitas aligns with 1.1.3, an interactive agency in Sweden, and launches Digitas Sweden