

DIGITAS PRESENTS *THE FILM PREDITORS II: A DATING GAME* AT CANNES

Dating Game Pairs Top Brands with Hottest Digital Content Creators

Cannes, France - For Immediate Release - Leading global digital marketing agency Digitas (www.digitas.com) will host *The Film Preditors II: A Dating Game* on Friday, June 26 at the 56th Annual Cannes Lions International Advertising Festival in Cannes, France.

The event, which aims to pair brands with the hottest digital film talent, will be held from 3:15pm-4:00pm at the Debussy Theatre. The seminar will also be available to view same-day at www.canneslions.com.

Hosted by Digitas' Chief Creative Officer Mark Beeching, the dating game will feature five guests, a major brand manager and four digital stars, who will each showcase a rich array of original work. Through the process of playing matchmaker, the event seeks to demonstrate what brands are looking for in a partner while also examining whether brand content can truly satisfy filmmakers. Participants include:

- Host, Mark Beeching: Chief Creative Officer, Digitas
- Justine Bateman: Actor and Founding Partner, FM78.tv
- Lucas Cruikshank: Creator of "Fred" and "The Fred Show" on YouTube
- Deepak Havar: Producer and Founder, Filmaka - Producer, *Buena Vista Social Club* and *Bend It Like Beckham*
- Zadi Diaz: Co-Founder, Smashface Productions, Co-Creator of EPIC FU
- Jeff Larson: Brand Director, Subway, SFAFT

"There's no doubt that digital is emerging as our dominant distribution channel, but the landscape is still very uncertain for both brands and content creators," said Beeching. "We know brand integration and original content are key to the future, so we want to make sure the relationship is healthy and the chemistry is right."

The inaugural edition of *The Film Preditors* was presented by Digitas at the 2008 Cannes Lions International Advertising Festival. These *preditors* (producers-shooters-editors) were also showcased at the 2nd Annual Digital Content NewFront, which was hosted earlier this month by Digitas and its brand content unit The Third Act:.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. 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 and Denuo, 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.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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