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## **DIGITAS NAMED ONE OF THE “TOP 50 EMPLOYERS FOR GENERATION Y CHICAGO”**

CHICAGO - For Immediate Release - Digitas ([www.digitas.com](http://www.digitas.com)), a leading global marketing and media agency, has been named one of the “Top 50 Employers for Generation Y Chicago” by Brill Street + Company. The list, which was launched this year, recognizes companies in the Chicago area whose best practices attract, retain, and leverage the talents of Generation Y. Digitas placed in the top 15.

“Generation Y brings a unique mix of talent and experience to the table, particularly when it comes to media and technology,” says Tony Weisman, President, Digitas Chicago. “We’re happy to have fostered an environment that really harnesses and empowers their potential.”

Companies were judged based on feedback from Generation Y employees concerning compensation and benefits, perks, corporate social responsibility, advancement potential, training opportunities, and the nature of their day-to-day work. Finalists that scored highly in key areas were selected for on-site interviews to discover firsthand what made their company a great work environment for Generation Y. For the purposes of the study, Generation Y was defined as any employee aged 28 years and younger.

This announcement comes on the heels of the office being named one of the “Best Companies to Work for in Illinois” in 2009 by the Best Companies Group, as well as one of “Crain’s Chicago’s Best Places to Work”. Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Detroit, and New York have received similar honors from the *Boston Business Journal*, *Detroit Free Press*, the Michigan Business and Professional Association, and the New York State Society for Human Resource Management.

More information on Digitas’ ranking can be found here:

<http://brillstreet.com/p/generationy50/digitas>

### **About Brill Street + Company**

Since people make all the difference in a competitive business environment, Brill Street offers a unique way to connect employers to potential employees who are likely to be high performers in their organizations.

Offering a scientifically-validated competency-based approach, Brill Street provides a unique solution to hire and manage talent more effectively. Brill Street measures 75 dimensions of competency and culture-fit, offering insight into what makes current employees tick with access to a talent pool of people that are likely to succeed.

You can read more about the “Top 50 Employers for Generation Y Chicago” study in the *Chicago Tribune*:  
[http://www.chicagotribune.com/business/columnists/chi-mon-minding-perks-1026oct26\\_0\\_400399.column](http://www.chicagotribune.com/business/columnists/chi-mon-minding-perks-1026oct26_0_400399.column)

## 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. (Euronext Paris: FR0000130577) 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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