

## T.G.I. FRIDAY'S "WOODY" WINS A WEBBY PEOPLE'S VOICE AWARD

Digitas, Publicis and Spark Communications are honored in the Rich Media: Promotional category

Digitas also named an Official Honoree in several categories, with Digitas Health recognized as a Webby Awards finalist

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NEW YORK - May 5, 2010 - Digitas (<http://www.digitas.com>), a leading global digital marketing and media agency, and sister agencies Publicis and Spark Communications have won a Webby People's Voice Award for their "Call Woody" campaign, created for client T.G.I. Friday's. The campaign is being honored in the Rich Media: Promotional category. An integral part of the annual Webby Awards, the winners of the Webby People's Voice Awards are chosen by the public, who cast their votes online. This year more than 700,000 votes were cast, with nominees for each category having been chosen out of nearly 10,000 entries received from all 50 states and more than 60 countries. Winners will be honored at the 14<sup>th</sup> annual Webby Awards ceremony on June 14<sup>th</sup>.

Digitas Health (<http://www.digitashealth.com>) was also named a finalist in the Pharmaceuticals category for the "Good to Share" campaign done with MedImmune. Additionally, Digitas was named an Official Honoree in several categories. The Official Honoree distinction is awarded to the top 15% of all work, out of nearly 10,000 entries received this year. The "Call Woody" campaign was named an Official Honoree for Rich Media: B TO C, while the agency's holiday card promotion, "Let's Get Flurrious" was honored for Viral Networking. The American Express "Official 2009 US Open iPhone App" was honored for "Experimental & Innovation" (in Mobile).

### Webby People's Voice Award Winner

- > RICH MEDIA: PROMOTIONAL (INTERACTIVE ADVERTISING)  
Client: T.G.I. Friday's | Project: Call Woody  
[http://www.nycworkshowcase.com/shows/webby\\_2010/tgif\\_call\\_woody.html](http://www.nycworkshowcase.com/shows/webby_2010/tgif_call_woody.html)  
Agencies: Digitas, Publicis, Spark Communications

### Webby Finalist

- > PHARMACEUTICALS (WEBSITES)  
Client: MedImmune | Project: Good to Share  
<http://www.goodtoshare.com/>  
Agency: Digitas Health

### Webby Official Honorees

- > RICH MEDIA: B TO C (INTERACTIVE ADVERTISING)  
Client: T.G.I. Friday's | Project: Call Woody  
[http://www.nycworkshowcase.com/shows/webby\\_2010/tgif\\_call\\_woody.html](http://www.nycworkshowcase.com/shows/webby_2010/tgif_call_woody.html)  
Agencies: Digitas, Publicis, Spark Communications

- > VIRAL NETWORKING (INTERACTIVE ADVERTISING)  
Client: Digitas | Project: Let's Get Flurrious  
<http://www.flurrious.com/about>  
Agency: Digitas
  
- > EXPERIMENTAL & INNOVATION (MOBILE)  
Client: American Express OPEN | Project: Official 2009 US Open iPhone App  
<http://www.openforum.com/>  
Agency: Digitas

These honors and distinctions come on the heels of Digitas winning one of *BtoB Magazine's* inaugural Social Media Marketing Awards for the American Express OPEN Forum campaign, with agency partners Crispin, Porter+Bogusky and Federated Media. Digitas, Publicis and Spark Communications also recently won a Gold REGGIE® at the REGGIE Awards in the National Consumer category for the T.G.I. Friday's Woody's Burger Bet promotion.

#### 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 third 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.

[www.digitas.com](http://www.digitas.com) | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](https://www.facebook.com/Digitas)

#### About Digitas Health

Counting as clients many of the world's leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build healthcare brands that patients, caregivers, and healthcare professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia, New York, Boston and London, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world's third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

[www.digitashealth.com](http://www.digitashealth.com) | [www.facebook.com/digitashealth](https://www.facebook.com/digitashealth) | [www.twitter.com/digitas\\_health](https://www.twitter.com/digitas_health)

#### About The Webby Awards:

Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 14th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Microsoft Expression; Aol; YouTube; Pepsi; Aquent; HP; Yahoo!; Corbis; Tribal DDB Worldwide; East Media; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail; Museum of the Moving Image; Behance; Business Insider; Time Out New York; paidContent and The Guardian.

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