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DIGITAS' JONATHAN BURG NAMED ONE OF DIRECT MARKETING NEWS' "THIRTY UNDER 30"

Burg Honored As One Of Top Direct Marketers In Industry

NEW YORK - May 3, 2011 - [Digitas](#), a leading global integrated brand agency, today announces that [Direct Marketing News](#) has named Jonathan Burg, Senior Social Scientist, one of the industry's top "Thirty Under 30" direct marketers. This annual list, now in its third year, honors the best and brightest young superstars in the field.

At 27 years old, Burg is a respected social marketing thought leader, leading innovative work for some of the agency's top clients, speaking regularly at prominent industry events, and having recently co-authored "[Together We Buy](#)," the industry's first whitepaper on social commerce.

Burg's honor is the [second consecutive year](#) that a Digitas employee has been named one of *Direct Marketing News'* "Thirty Under 30." It is also a reflection of the agency's commitment to nurturing rising talent. For example, Digitas Boston regularly hosts and educates students from the [Miami Ad School](#). And on May 26, the Paris office will host [Portfolio Night 9](#), a networking event where aspiring young copywriters, art directors and designers meet with renown creative directors for advice and insights on the industry.

To learn more about Burg and the "Thirty Under 30," please visit:
<http://www.dmnews.com/thirty-under-30-the-best-and-brightest-young-direct-marketers/article/201425/>

About **Digitas**

[Digitas](#), the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act:, producers of first and most well renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and, 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.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: www.publicisgroupe.com

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