

DIGITAS

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DIGITAS LAUNCHES CAMPAIGN FOR THE SIMS™ 3

One of the leading digital agencies in the Brazilian market, Digitas launches a national advertising campaign for the game, The Sims™ 3. The game's launch will have a 360 degree campaign that uses several different kinds of media.

To develop the creative concept, the agency analyzed target audience attitudes by researching and following popular social networks. The agency created all of the campaign materials for The Sims 3 (TV, online media, press and Point of Sale).

It is the first time that the American company Electronic Arts, known as EA, will announce a new product on TV. The campaign will also feature online media and newspaper advertisements.. With the "Your World. Your Way" concept, the ads will be on the air starting Friday, June 5, together with the worldwide launch of the game's third edition. For TV, Digitas created five-second jingles and two versions of the film, one 15 seconds and the other, 30 seconds, exploring scenes from the new version of the game. In digital media, scenes from the game will also be used. For the campaign's creation and development, Digitas used the concepts of freedom and imagination to translate the game's new version, which gives players a taste of a world that is totally theirs, where the only limit is their imagination. More information about The Sims™ 3 is available at www.thesims3.com.

About Digitas

Digitas came to the country in November 2008, through the acquisition of the Brazilian online agency Tribal. The agency 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, Publicis employs as many as 44,000 professionals.

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