

LINCOLN BJORKMAN ELEVATED TO CHIEF CREATIVE OFFICER, NORTH AMERICA

Mark Beeching Appoints Bjorkman to lead North American Creative Efforts

NEW YORK - July 7, 2010 - Mark Beeching, Worldwide Chief Creative Officer of Digitas (www.digitas.com), today announced that Lincoln Bjorkman has been promoted to the chief creative officer for Digitas North America. Bjorkman, who will now assume creative leadership across the six offices in the region, will also retain his role as exec-vp, executive creative director for Digitas' New York Region and creative leadership of one of their largest accounts, American Express. He sits on the Digitas Senior Leadership Team and also serves a range of other agency clients that include Delta, Kraft, Samsung and Comcast.

"Lincoln knows that true creativity is inspired by the people we are trying to reach - and inspire. Their passions, their needs, their lives and where these intersect with brands," said Beeching. "Lincoln is not only creative, he is inventive and brings a media creativity to every project that inspires teams and clients alike. His creative energy coupled with his loyal commitment to our clients has made him instrumental to the emergence of Digitas as an integrated brand and media agency with a digital core; I'm excited to see his role expand and evolve as he takes on new challenges."

In the past year alone under Bjorkman's leadership the New York Region has taken top creative awards including a People's Choice Webby, BtoB Magazine's Social Media Marketing Award, a Gold REGGIE® Best Premium-Based Promotion at the PROMO Pro, and Gold in the Business-to-Business category at the IAB MIXX Awards. Bjorkman has also previously won multiple Cannes Lions, ECHO, NY Festivals, EFFIE, PROMO Pro, MIXX, WEBBIE and REGGIE creative awards. He also shares a U.S. Patent for digital work developed on behalf of American Express.

"Digitas unleashes the creativity to inspire and ignite change in ways in which brands interact with consumers," said Bjorkman. "I look forward to partnering with the creative leaders in each region to push our creative innovation further than ever and create marketing success for our clients."

Bjorkman will partner with Colin Kinsella, President North America, to drive growth and innovation across the agency's largest region. Kinsella was named President of Digitas North America in late 2009 since which the agency has added CA, Aflac, Goodyear and Sears among others as new clients.

Lincoln Bjorkman

Bjorkman joined Digitas in 2004 and serves as EVP, Executive Creative Director at Digitas. He has led creative responsibility for the agency's New York and Connecticut offices and one of their largest accounts, American Express. He sits on the Digitas Senior Leadership Team and also works on a range of other agency clients including Delta, Kraft, Samsung and Comcast.

Prior to Digitas, Bjorkman worked at Y&R Inc. serving first as director of concepts for the Wunderman New York office, and then later as creative director and principal of Y&R Inc's BRAND BUZZ. Previously, Bjorkman and four partners formed Sierra Communications, a full-service marketing

communications agency. Prior to that, Bjorkman held positions as creative director at Ryan Partnership and Wunderman Cato Johnson's (Y&R).

Bjorkman holds a BA from Wesleyan University (with Honors in English). While there he wrote an honor's thesis on Faulkner's short fiction and reported for The Associate Press.

About **Digitas**

Digitas is a leading global integrated brand 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 | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](#)

###