



## DIGONNET GOES TO RAZORFISH/DIGITAS

SHANGHAI - FOR IMMEDIATE RELEASE - It's official. The [Razorfish](#) and [Digitas](#) networks just got stronger with the arrival of Vincent Digonnet. Drawing from Digonnet's experience and reputation, the appointment signals a move to strengthen collaboration and resources of each network to better serve multi-national clients.

Digonnet joins Razorfish/Digitas as President of Network operations in APAC, which currently includes Australia, Greater China, India, Japan and South East Asia. His key focus will be operations and M&A in Greater China, with an emphasis on driving growth across all of APAC and accelerating the strategic capabilities offered to clients.

Razorfish and Digitas employ a "2-door policy" in this region to harmonize investments and maximize efficiencies to the benefit of each agency. As members of the VivaKi network, both agencies are also fortified by the power of the VivaKi global network (which includes \$60 billion in adspend as well as access to the VivaKi Nerve Center).



Digonnet will partner with the local VivaKi Country Chairs on local market business, capability development and collaboration between Razorfish, Digitas and VivaKi agencies.

He brings 30 years of experience in the ad business, spanning Paris, London and Singapore. In the past three years he's developed a joint venture with Allyes—a leading Chinese group engaged in online technology and media—to offer high level online operational Marketing consultancy and planning. He also helped deliver a platform to manage CRM programs on mobile phones through mobile applications.

Before that, Digonnet was the CEO of Euro RSCG Asia Pacific. From his base in Singapore, he developed and ran a network of 21 fully integrated operations in 15 countries with 1300 people. His expertise grew from traditional advertising to digital as he developed this capability for the EURO RSCG network in Asia, and has never turned around since then.

His influence has benefited such clients as Air France, AT&T, Master Foods and DELL, and that's just the short list.

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### 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](http://www.publicisgroupe.com)

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

#### **About Razorfish**

Razorfish creates experiences that build businesses. As one of the largest interactive marketing and technology companies in the world, Razorfish helps its clients build better brands by delivering business results through customer experiences. Razorfish combines the best thought leadership of the consulting world with the leading capabilities of the marketing services industry to support our clients' business needs, such as launching new products, repositioning a brand or participating in the social world. With a demonstrated commitment to innovation, Razorfish continues to cultivate our expertise in Social Influence Marketing, emerging media, creative design, analytics, technology and user experience. Razorfish has offices in markets across the United States, and in Australia, Brazil, China, France, Germany, Japan, Spain, Singapore and the United Kingdom. Clients include Carnival Cruise Lines, MillerCoors, Levi Strauss & Co., McDonald's and Starwood Hotels. With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Digitas, Razorfish is part of Publicis Groupe's (Euronext Paris: FR0000130577) VivaKi, a global digital knowledge and resource center. Visit [www.razorfish.com](http://www.razorfish.com) for more information. Follow Razorfish on Twitter at [@razorfish](https://twitter.com/razorfish).

#### **About VivaKi**

VivaKi is part of Publicis Groupe (Euronext Paris: FR0000130577) 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. VivaKi aggregates the marketplace influence of five autonomous brands, including two global media agencies: ZenithOptimedia and Starcom MediaVest Group; two leading digital marketing agencies: Digitas and Razorfish; On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build technology, message distribution, audience aggregation and content solutions for the future. Sitting at the core of VivaKi is the VivaKi Nerve Center, which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world. VivaKi also includes a Talent & Transformation Practice, which leverages the scale of the VivaKi brands to develop and deliver tools and approaches designed to attract, develop, train, motivate and reward the world's best people. Website: [www.vivaki.com](http://www.vivaki.com)

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