

Digitas Presents “Cage Fighting Comes to Cannes: Brand Integration versus Brand Interruption”

Paula Abdul, Nick Cannon, Common, Gavin Polone and Monty Miranda Take the Stage

BOSTON - June 18, 2010 - Digitas today announced the details of its upcoming Cannes Lions session - Cage Fighting Comes to Cannes: Brand Integration versus Brand Interruption on June 22. Mark Beeching, Digitas Worldwide Chief Creative Officer, will host a no-holds-barred discussion for and against all forms of brand content, in one corner, and interruption advertising, in the other. The five guests will go five rounds to decide whether TV spots are still king or whether there is a new champion in the advertising ring.

Guests to include:

- Paula Abdul, American pop singer, dancer, choreographer, actress and television personality
- Nick Cannon, film star, comedian, musician, writer and executive producer
- Common, musician and actor
- Gavin Polone, television and film producer
- Monty Miranda, film director and producer

Digitas' Event Details:

June 22, 2010

2:00 PM EST to 2:45 PM

Debussy Theater

Please also visit the [social media release](#) to access to images, links, etc.

The Cannes Lions International Advertising Festival is the world's only global meeting place for professionals in the communications industry. It offers seven days of award ceremonies, seminars, workshops, master classes, exhibitions, screenings and networking.

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.

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