

DIGITAS AND DIGITAS HEALTH NAMED FINALISTS IN THE WEBBY AWARDS

Agencies Leading the Industry in Brand Content and Innovation

NEW YORK - April 18, 2011 - [Digitas](#), the leading global integrated brand agency, and next-generation healthcare marketing agency [Digitas Health](#), have been named finalists at the Webby Awards. Now in its 15th year, the Webby Awards is the leading international award competition honoring excellence on the web.

Digitas' "[Unstaged](#)" campaign for American Express is a finalist for two awards in the "Online Film & Video" category: "Branded Entertainment" and "Live Events and Webcasts." Digitas Health's "[I Pick My Nose](#)" campaign for MedImmune is a finalist for the "Pharmaceuticals" award in the "Websites" category.

All of the finalists have also been nominated for the Webby People's Voice Awards, where the public votes online for one winner in each of the four categories (Websites, Interactive Advertising, Online Film & Video, and Mobile & Apps). Last year, Digitas' "Call Woody" campaign for T.G.I. Friday's won the [Webby People's Voice Award for Interactive Advertising](#).

Digitas: A Leader in Brand Content

Drawing in millions of viewers for a live, interactive concert experience, the success of the "Unstaged" campaign reflects Digitas' leadership in digital media and the brand content space.

Digitas will continue to be the dominant force in brand content in 2011. In June, Digitas and its brand content unit, The Third Act: will present their fourth annual [Digital Content NewFront](#) (DCNF), an event that has become the premiere marketplace for digital media and brand content. When it launched in 2008, DCNF was not only a visionary event, but the catalyst for the industry to embrace original online brand content. The leading event in brand content is now a venue for titans of the ad industry and Hollywood to forge partnerships and where new ideas are born.

In addition, the Webby announcement comes on the heels of another big win for Digitas. The agency was recently awarded the [One Show Silver Pencil](#) for Innovation for its work with American Express and the Tribeca Film Festival for "[My Movie Pitch.](#)"

Digitas and Digitas Health: Nominee Details

> BRANDED ENTERTAINMENT (ONLINE FILM & VIDEO)

Client: American Express | Campaign: Unstaged

http://www.nycworkshowcase.com/shows/webby_2011/arcadefire_unstaged_preshow.html

Agencies: Digitas, Momentum

> LIVE EVENTS AND WEBCASTS (ONLINE FILM & VIDEO)

Client: American Express | Campaign: Unstaged

http://www.nycworkshowcase.com/shows/webby_2011/arcadefire_unstaged_preshow.html

Agencies: Digitas, Momentum

> PHARMACEUTICALS (WEBSITES)

Client: MedImmune | Project: I Pick My Nose

<http://www.flumist.com/>

Agency: Digitas Health

The Webby Awards winners will be announced during a live webcast on June 13. For more information, please visit the [Webby Awards site](#).

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

www.digitas.com | Twitter: [@Digitas](#) | Facebook: [Digitas Fan Page](#) | Blog: [Digitas Distillery](#)

About Digitas Health

Digitas Health works with the world's leading pharmaceutical, bioscience, and medical device companies to help their brands develop meaningful and valuable connections with healthcare consumers and professionals. Digitas Health is the world's largest and fastest-growing agency dedicated to helping clients transform healthcare marketing. With offices in Philadelphia, New York, Boston and London, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe (Euronext Paris: FR0000130577), the world's third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

www.digitashealth.com | Facebook: [Digitas Health](#) | Twitter: [@Digitas_Health](#)

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