



Ad Age names Arthur Sadoun as Agency Executive of the Year

January 25, 2016: Publicis Worldwide, Saatchi & Saatchi and Arthur Sadoun have been recognised in Ad Age's Agency A List honours 2016.

Ad Age has bestowed Arthur Sadoun with the special honour award of Agency Executive of the Year, recognizing him for the success and transformation that Publicis Worldwide has achieved over the last 12 months. This is the first time that Ad Age's Executive of the Year is from outside of the U.S.

Sadoun was appointed global CEO of Publicis Worldwide in October 2013. Since his appointment, Publicis Worldwide has been awarded the global creative accounts for Cadillac and Heineken and the global media account for CITIBank. Sadoun created digital specialist network, Nurun; was appointed last year to lead PR network MSLGROUP; launched Publicis Worldwide's global innovation facility, Publicis Drugstore, and has expanded boutique agency Marcel into South America and APAC.

Commenting on receiving the award, Arthur Sadoun said: "This recognition is testament to the performance of all our teams across the global Publicis Worldwide network and the continued support of Maurice Lévy. Our success comes down to everyone's hard work, determination and commitment to helping transform our clients' businesses."

Most recently, Arthur Sadoun was promoted to CEO of Publicis Communications, the solutions hub that combines all of Publicis Groupe's creative entities, where he works with his global leadership teams to drive greater investment in creative excellence, boost the agency networks with the right capabilities and reinvent internal structures to make all brands stronger than ever.

Saatchi & Saatchi New York, part of Publicis Communications, was also named Creativity Innovators Comeback Agency of the Year by AdAge, a recognition of the fresh ideas it produced this year for client such as Pampers and Walmart.

About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe's creative offering : Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, as well as, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications.

Present in over 100 countries, Publicis Communications aims to deliver transformative work to its clients and to attract the best talents in the industry. Publicis Communications draws upon the expertise of over 35,000 employees.

Creative Reel: https://youtu.be/PjY9oXZ6_B0

Contacts

Peggy Nahmany
VP, Director of Communications
Peggy.nahmany@publicisgroupe.com
+33(0)1 44 43 76 91

Lindsay McCallum
Global Communications Manager
Lindsay.mccallum@publicisgroupe.com
+33(0)1 44 43 76 91