

## Publicis Groupe Named 2018 Adobe Experience Cloud Partner of the Year

*Publicis Groupe Recognized for Longstanding Partnership with Adobe and Delivering Outstanding Client Impact Leveraging Adobe Experience Cloud*

**LAS VEGAS, March 27, 2018** – Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] today announced that it was named the 2018 Adobe Experience Cloud Partner of the Year, an Adobe award, which acknowledges the Adobe partner that demonstrates the most leadership and success using Adobe Experience Cloud to drive business value and impact, for clients at scale. SapientRazorfish, part of Publicis.Sapient, along with Digitas and 3|SHARE, part of Publicis Media, will team up with several of their clients at this year’s Adobe Summit to showcase their recent success stories related to the application of Adobe solutions in creating highly impactful customer experiences.

SapientRazorfish, Digitas and 3|SHARE, Adobe Global Alliance Solution Partners, will demonstrate the magnitude of the success Publicis Groupe has delivered for clients via Adobe Experience Cloud and other Adobe solutions at this year’s Adobe Summit. These organizations have a long history of implementing Adobe Experience Cloud solutions to deliver on their clients’ digital transformation imperatives under Publicis Groupe’s Power of One strategy, which seamlessly integrates talent and expertise across four solution hubs, Publicis.Sapient, Publicis Media, Publicis Communications and Publicis Health.

*“We believe that Publicis Groupe’s recognition as the 2018 Adobe Experience Cloud Partner of the Year validates the meaningful business impact brought to our clients by leveraging Adobe Experience Cloud,”* said Chris Davey, Chief Strategist and Global Alliances Lead at Publicis.Sapient. *“Our partnership with Adobe is a powerful proof point of the value that we can create for our clients leveraging the strength and expertise in the Adobe technology that exists across Publicis Groupe’s four solution hubs.”*

*“We are honored to announce Publicis Groupe as the recipient of the 2018 Adobe Experience Cloud Partner of the Year Award in North America,”* said Jay Dettling, Vice President, Global Partners at Adobe. *“Publicis Groupe continues to innovate, delight our customers and deliver on our collective goals. We are excited to see how our partnership continues to grow.”*

During Adobe Summit in Las Vegas, SapientRazorfish, Digitas and 3|SHARE will share how they’ve helped clients achieve their business goals using Adobe’s innovative solutions through a series of presentations:

- [Embracing the Story of a Global Brand: A Client Journey Focus at KPMG](#)

**March 27, 1:00PM**

KPMG and SapientRazorfish discuss the unique needs of B2B digital marketing and discuss insights-driven strategies to create long-term value.

- [Transform Customer Engagement with Data & Intelligence](#)

**March 27, 1:00PM**

Hear how SapientRazorfish is transforming the retail industry with the integrations and products available through the Microsoft and Adobe partnership.

- [Delivering Personal Experiences with Reusable Content and AEM](#)

**March 27, 4:00PM**

Great content should be as hardworking as those who create it. Join 3|SHARE and Digitas to learn how they work hard to unlock the value from your content for digital consumption to deliver high-quality content at speed and scale.

- [H&R Block: Driving Real Impact with Data](#)

**March 29, 11:00AM**

H&R Block and SapientRazorfish will discuss how H&R Block is building data as a valuable corporate asset and how they are realizing it through data integration/stitching, analytics, insight, and cross-channel activation.

In addition to these speaking engagements, SapientRazorfish, Digitas and 3|SHARE will have an engaging booth presence. Visitors to the SapientRazorfish booth (#323) will have the opportunity to interact with SapientRazorfish's customized "Experience Transformation Journey" tool to analyze how their company's "digital maturity" stacks up against digital marketing peers and competitors. This experience will provide users with insight into the actions their business needs to take to keep pace with emerging technology. These insights, in turn, can help inform their decision on the Adobe solution best suited to help achieve their goals. Visitors will also be able to connect with SapientRazorfish's data sciences and financial services experts who can provide guidance on specific challenges and ways they can reimagine their businesses.

Digitas and 3|SHARE will be at booth #925 where they will host a series of 20-minute podcasts focused on Adobe Experience Cloud client stories and solutions. Topics range from top recommendations and pitfalls to avoid to ensure success with Adobe Experience Cloud products, to how businesses can maximize these platforms in order to deliver more personalized experiences.

### About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), Publicis.Sapient (SapientRazorfish & Sapient Consulting), and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: [@PublicisGroupe](https://twitter.com/PublicisGroupe) | Facebook: [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe) | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | Viva la Difference !

### About Digitas

Digitas is The Connected Marketing Agency, relentlessly committed to help brands better connect with people through Truth. Connection. Wonder. Our team is deliberately diversified—with experts in data, strategy, creative, media, and tech working seamlessly across capabilities and continents to make better connections and achieve ambitious outcomes through ideas that excite, provoke and inspire. We are endlessly curious and fully transparent, always examining real human behavior to create authentic connections—between brands and consumers, clients and partners, and ideas and outcomes. Digitas operates in over 25 countries across six continents and is part of Publicis Media, one of four solution hubs within Publicis Groupe, which is present in over 100 countries and employs nearly 80,000 professionals. To connect with us or learn more, visit [www.digitas.com](http://www.digitas.com).

### About 3|SHARE

3|SHARE is unique in its fearless fixation in supporting clients' digital marketing initiatives through design, deployment and managed services for Adobe Experience Manager and Adobe Campaign. Serving clients throughout North America, Europe, and Latin America, 3|SHARE is a Digitas company in the Publicis Media family of brands. To learn more visit [www.3sharecorp.com](http://www.3sharecorp.com).

### About SapientRazorfish

SapientRazorfish, part of Publicis.Sapient, is a new breed of transformation partner designed to help companies reimagine their business through radical customer-centricity. With more than 10,000 people and over 60 offices around the globe, our capabilities span growth and business model strategy, new product and service innovation, enterprise digital transformation, IT modernization, omni-channel commerce, customer experience strategy, change management, digital operations, digital innovation, data strategy and advanced analytics.

Business \_ Reimagined for a Connected World

[www.sapientrazorfish.com](http://www.sapientrazorfish.com) | Twitter: [@SR\\_](https://twitter.com/SR_) | Facebook: [www.facebook.com/sapientrazorfish](https://www.facebook.com/sapientrazorfish) | LinkedIn: SapientRazorfish | Instagram: [www.instagram.com/sapientrazorfish](https://www.instagram.com/sapientrazorfish)

### About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

## Contacts

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