

# HEINEKEN PARTNERS WITH PUBLICIS GROUPE TO LAUNCH NEW AGENCY MODEL FOR GLOBAL CREATIVE AND BRAND EXPERIENCE REMIT

**Publicis Groupe's bespoke client/agency model – Le Pub - will be powered by Epsilon and Publicis Sapient to integrate creativity, data and brand experience for Heineken.**

**Wednesday 4<sup>th</sup> November, 9am CET:** Building on a five-year partnership, Heineken has partnered with Publicis Groupe to launch a new model – Le Pub – which will deliver best in-class consumer experiences, provided at speed, driving sales and giving Heineken a sustainable competitive advantage.

Le Pub's model will combine teams across Milan and Amsterdam, integrating creativity with the data and tech depth of Epsilon and Publicis Sapient to deliver smart creative and brand experience.

Bram Westenbrink, Global Senior Director Heineken® said: "In today's dynamic consumer environment, we need to be able to move quickly and be as relevant as we can for consumers. We are therefore adjusting our agency model. The new partnership with Le Pub is based on providing localized creativity at a global scale with speed."

Bram Westenbrink, continued: "The global pandemic meant we had to pivot and work differently, which is what inspired us to design this new model. The partnership with Publicis will help us to drive growth, giving Heineken® a sustainable competitive advantage. We are excited to get started."

The creation of Le Pub reflects Publicis Groupe's Power Of One offering that delivers innovative solutions and personalisation at scale.

Bruno Bertelli, Global Creative Director at Publicis WW and CEO of Le Pub: "With the creation of Le Pub, we are launching a new agency model, showcasing how we are uniquely positioned to unlock the Alchemy of creative, data and tech to make experiences that impact people's daily life. After almost a decade working with Heineken® I'm positive they are the perfect client to launch it with."

Le Pub will be headquartered in Amsterdam with a new creative space that will open its doors on 1<sup>st</sup> January 2021.



## About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 80,000 professionals.

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