

China's Biggest Pitch in 2020 Concludes with Publicis Groupe Winning the L'Oréal China Media Account

Publicis Groupe won the pitch with a bespoke agency solution - OneL'Oréal

12th January 2021, Shanghai – L'Oréal China has officially appointed Publicis Groupe as its media planning and buying agency partner in China. The three-year contract officially commences early 2021.

Publicis Groupe created a bespoke agency solution, OneL'Oréal, with data, innovation and technology at the core, powering integrated media strategy, channel planning, activation, and buying across all media channels including performance marketing. OneL'Oréal is set up to drive a purpose-driven operating model to ensure greater accountability, transparency and sustainability for L'Oréal, all in service of business growth.

“This is truly a landmark win for Publicis Groupe China. L'Oréal and Publicis have been long-term partners in China for over 20 years. This win is the opportunity to reignite this partnership.” said **Jane Lin-Baden, Managing Partner of Publicis Groupe APAC and CEO of Publicis Groupe North Asia**. “L'Oréal is one of the most respected, innovative and visionary companies, and the fact they have chosen Publicis Groupe as their future media partner is recognition that we are bringing truly pioneering data and technology solutions to market.” She added. “I'm proud of our team's drive, passion and commitment, and we are excited and ready to deliver for L'Oréal China.” Jane said.

Arthur Sadoun, Chairman and CEO of Publicis Groupe commented, “I would like to deeply thank L'Oréal for their trust. Having the opportunity to extend our relationship with them in such a strategic market is a real honor and a fantastic challenge. It is also the recognition of the great work done by our teams in China. Despite an unprecedented year, they are leading the change in our industry by delivering data-led marketing innovation, that drives real impact for our clients' business.”

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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 83,000 professionals.

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