

Publicis Groupe acquires BR Media Group, Latin America's largest influencer marketing company

*Acquisition will accelerate Publicis' leadership of ID-driven influencer marketing
in key region for its clients*

February 18, 2025 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] has entered into a definitive agreement to acquire BR Media Group, Latin America's leading influencer marketing and content company, with a network of over 500,000 creators including 80% of the region's leading influencers.

Founded in 2012 and operating out of Brazil, BR Media Group partners with more than 500 global and local clients. The company is present across every step of the creator value chain, from end-to-end influencer solutions that allow brands to plan and activate against 80% of Latin America's leading influencers, to its unmatched ability to leverage the power of micro and nano influencers. It is also a key player in the direct-to-creator economy.

With influencer marketing on-track to grow three times faster than traditional media channels across Latin America, the combination of BR Media Group's proprietary technology fuelled by more than 5 billion data points and 50 data sources and Epsilon's best in class identity graph will allow clients to:

- Link Epsilon's unmatched consumer understanding and identity-led planning and activation with Latin America's leading pool of influencer talent.
- Unite their social and audience strategy, influencer management, and data-led content production and technology, at a time when the marketplace is increasingly taking a social-first approach.
- Maximize cross-channel outcomes by better unifying, amplifying and measuring the reach and impact of social campaigns across all digital channels, through connected content that enhances customer experience and drives better business outcomes.
- Connect their media, influence and commerce investments, to deliver truly integrated personalized experiences.

This announcement marks the latest step in Publicis' ambition to reinforce its status as a category of one in Latin America. With the acquisition of Retargetly in 2022 to augment and expand the reach of



Epsilon's CoreID, leading technology company Practia to scale Publicis Sapient's expertise, and now BR Media to bolster the group's connected media offering, Publicis is uniquely positioned to deliver identity-led marketing and business transformation for its clients across the region.

Arthur Sadoun, Chairman & CEO of Publicis Groupe commented: *“Latin America is a very important market, both for our clients and for Publicis. Our activities there delivered double digit growth last year and will strongly contribute to our performance again in 2025. But we're not standing still. I'm thrilled to welcome Celso, and his outstanding teams across BR Media Group to Publicis. Together, we are building the region's only end-to-end creator solution, boosted by Epsilon's data and embedded in our unique media ecosystem. At a moment when the industry is focused on cost savings, we are investing for our clients in innovative products and services that will accelerate their differentiation and growth. We are doubling down on our status as a Category of One to continue to re-invent the sector in every one of our regions.”*

Gabriela Onofre, CEO of Publicis Groupe Brazil commented: *“The acquisition of BR Media propels us to a uniquely differentiated position in the market, enhancing our ability to build cultural relevance for our clients. With this deal, we can better capture insights, identify trends, and integrate these elements into an effective influence strategy for the brands we work with.”*

Celso Ribeiro, cofounder and CEO of BR Media added: *“We are thrilled to join Publicis Groupe, a leader that recognizes the power of influencer marketing and has consistently positioned itself at the forefront of the industry. The media strength, creative firepower, and data-driven capabilities of the Group will boost our ability to deliver value to our clients, creating unprecedented opportunities by connecting brands and communities authentically and strategically.”*

The transaction is subject to the satisfaction of customary closing conditions including regulatory approvals of Brazilian authorities.

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 103,000 professionals.

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