



PUBLICIS GROUPE

COMMUNIQUÉ DE PRESSE

**Pluie de récompenses pour Publicis Groupe au 48^{ème} Clio Awards
Saatchi & Saatchi primé « Réseau d'agences de l'année »**

Paris, le 21 mai 2007 - L'édition 2007 des Clio Awards, une des plus prestigieuses compétitions internationales de publicité, s'est révélée fructueuse pour Publicis Groupe et ses réseaux. Au total, 418 prix ont été distribués dans 27 pays dont 112 pour Omnicom, 97 pour Publicis Groupe, 43 pour WPP, et 16 pour Interpublic. Cette performance de Publicis Groupe est d'autant plus remarquable que le Groupe est à peu près deux fois plus petit que WPP ou Omnicom.

Le groupe arrive en tête aux Etats-Unis avec 49 Clios, c'est-à-dire largement devant ses concurrents, et occupe la première place également au Japon, en Australie, en Belgique, au Danemark, en Italie et en Colombie.

Publicis Groupe est extrêmement fier pour ses collaborateurs et ses clients de ces performances qui traduisent bien la qualité, la diversité des talents et la confiance des clients qui permet de réaliser de belles et audacieuses campagnes.

Saluons le nombre impressionnant de prix obtenus par Saatchi & Saatchi (52 prix), qui revient en force avec notamment le prix « Agency Network of the Year » et celui de « Agency of the Year » pour l'agence de New York. Les deux « Grand Prix » en Télévision et Outdoor de Leo Burnett marquent le dynamisme du réseau (29 prix). Mais également Publicis, Fallon ou BBH qui continuent à faire de Publicis Groupe le numéro deux de ce palmarès.

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Publicis Groupe (Euronext Paris : FR0000130577 et NYSE : PUB) est le 4^{ème} groupe mondial de communication et le 2^{ème} groupe mondial de conseil et achat média, avec une présence dans 104 pays sur les 5 continents, il compte près de 42 000 collaborateurs.

Les activités de communication du Groupe comprennent à la fois la publicité, à travers trois réseaux publicitaires mondiaux fonctionnant de manière autonome : Leo Burnett, Publicis, Saatchi & Saatchi; deux réseaux multi-hubs : Fallon Worldwide et Bartle Bogle Hegarty (filiale à 49 %) ; le conseil et l'achat d'espace à travers deux réseaux mondiaux : ZenithOptimedia et Starcom MediaVest Group ; le marketing interactif et digital, et les marketing services et la communication spécialisée : marketing relationnel, relations publiques, communication corporate et financière, communication ethnique, communication événementielle et leader en communication santé ...).

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Publicis Groupe Clio Awards 2006

Country	Agency/Company	City	Medium	Category	Award	Advertiser/Product	Title
Argentina	Del Campo Nazca Saatchi & Saatchi	Buenos Aires	Television/Cinema	Animation	Bronze	Buenos Aires Zoo	Together
	Publicis Graffiti	Buenos Aires	Print	Travel/Tourism	Bronze	Club Med Business	Boss
Australia	Leo Burnett	Sydney	Television/Cinema	Visual Effects	Bronze	Heineken Beer	Past Experience
	Saatchi & Saatchi	Sydney	Print	Campaign	Bronze	Toyota Landcruiser	Aussie, Arctic, Ocean
Belgium	Duval Guillaume	Brussels	Innovative Media	Public Service	Silver	Artsen Zonder Grenzen / Médecins Sans Frontières	Bracelets
	Duval Guillaume	Brussels	Television/Cinema	Public Service	Bronze	Minority Forum	Black Soccer Star
Brazil	F/Nazca Saatchi & Saatchi	Sao Paulo	Poster	Campaign	Silver	Fundacao SOS Mata Atlântica	Stamp - Monkeys, Stamp - Sloth, Stamp - Jaguar
	F/Nazca Saatchi & Saatchi	Sao Paulo	Print	Campaign	Gold	Fundacao SOS Mata Atlântica	Stamp - Monkeys, Stamp - Sloth, Stamp - Jaguar
	Leo Burnett	São Paulo	Design	Self-Promotion	Bronze	Football Joy For All	
	Leo Burnett	Sao Paulo	Innovative Media	Automotive	Bronze	Palio 1.8R	Train
	NEOGAMA / BBH	São Paulo	Poster	Campaign	Bronze	Association for Smoker Awareness (ADESF)	Lung, Heart, Head
Colombia	Leo Burnett	Bogota	Innovative Media	Automotive Products	Bronze	Toyota Prado Cruiser	Banana Leaf
Denmark	Saatchi & Saatchi	Copenhagen	Interactive	Viral	Bronze	Quiksilver	
Italy	Leo Burnett Italia	Milan	Print	Home Entertainment	Bronze	Nintendo DS	Communion
	Leo Burnett Italia	Milan	Television/Cinema	Animation	Silver	Aqualtis Washing Machine	Underwater World
	Leo Burnett Italia	Milan	Television/Cinema	Home Furnishings/Appliances	Grand Clio	Aqualtis Washing Machine	Underwater World
	Leo Burnett Italia	Milan	Television/Cinema	Home Furnishings/Appliances	Gold	Aqualtis Washing Machine	Underwater World
	Leo Burnett Italia	Milan	Television/Cinema	Visual Effects	Bronze	Aqualtis Washing Machine	Underwater World
Japan	Publicis Japan	Tokyo	Innovative Media	Apparel/Fashion	Bronze	Beams	Tokyo Style Clash - Hot or Not
Malaysia	Saatchi & Saatchi Worldwide	Petaling Jaya	Print	Public Service	Bronze	Breast Cancer Welfare Association	How To Remove
New Zealand	Saatchi & Saatchi New Zealand	Auckland	Print	Collateral	Silver	TVNZ	TV2 Finding Nemo Sushi
Portugal	Leo Burnett Publicidade, LDA	Lisbon	Poster	Home Products	Bronze	Nestle Friskies	Bird Seed
	Leo Burnett Publicidade, LDA	Lisbon	Television/Cinema	Direction	Bronze	I.A.C.	Alzheimers
	Leo Burnett Publicidade, LDA	Lisbon	Television/Cinema	Public Service	Gold	I.A.C.	Alzheimers
Singapore	Saatchi & Saatchi	Singapore	Poster	Campaign	Bronze	Lego	Fire Station, Train Station, Hangar
	Saatchi & Saatchi	Singapore	Poster	Recreational Items	Bronze	Lego	Fire Station
	Saatchi & Saatchi	Singapore	Poster	Recreational Items	Bronze	Lego	Train Station
	Saatchi & Saatchi	Singapore	Poster	Recreational Items	Bronze	Lego	Hangar
	Saatchi & Saatchi	Singapore	Print	Campaign	Silver	Lego	Fire Station, Train Station, Hangar
	Saatchi & Saatchi	Singapore	Print	Campaign	Bronze	AWARE	Monsters-Kitchen Monsters-Bedroom, Monsters-Living Room
	Saatchi & Saatchi	Singapore	Print	Home Entertainment	Silver	Lego	Hangar
	Saatchi & Saatchi	Singapore	Print	Home Entertainment	Bronze	Lego	Train Station
	Saatchi & Saatchi	Singapore	Print	Home Entertainment	Bronze	Lego	Fire Station
South Africa	Lobedu Leo Burnett	Johannesburg	Print	Campaign	Bronze	Salvation Army - Any Old Clothes Will Do	Superman, Bride, AWB
	Lobedu Leo Burnett	Johannesburg	Print	Public Service	Bronze	Salvation Army	AWB
Thailand	Leo Burnett Bangkok	Bangkok	Poster	Campaign	Bronze	Clima Bicycle Lock	Railcycle, Polecycle, Barriercycle
	Leo Burnett Bangkok	Bangkok	Poster	Home Furnishings/Appliances	Bronze	Clima Bicycle Lock	Barriercycle
	Leo Burnett Bangkok	Bangkok	Print	Campaign	Silver	Clima Bicycle Lock	Railcycle, Polecycle, Barriercycle
	Leo Burnett Bangkok	Bangkok	Print	Home Furnishings/Appliances	Silver	Clima Bicycle Lock	Barriercycle
United Kingdom	Bartle Bogle Hegarty	London	Television/Cinema	Apparel/Fashion	Bronze	Levis	Dangerous Liasons
	Bartle Bogle Hegarty	London	Television/Cinema	Cinematography	Bronze	Audi	Satellite
	Bartle Bogle Hegarty	London	Television/Cinema	Direction	Bronze	Johnnie walker	Human
	Fallon London	London	Integrated Campaign	Integrated Campaign	Silver	Tate Modern	Tracks
	Fallon London	London	Poster	Campaign	Silver	Tate Britain	Hungover, Big Meeting, Split Up
	Fallon London	London	Television/Cinema	Home Entertainment	Gold	Sony Bravia	Paint
	Leo Burnett	London	Television/Cinema	Animation	Bronze	Becks	4 Steps
	Saatchi & Saatchi	London	Print	Campaign	Bronze	Pashley Bicycles	Cheeseburger, Orange Lycra, Boy Band
	Saatchi & Saatchi	London	Television/Cinema	Public Service	Bronze	Child Abuse	Caravan
United States	Arc Worldwide	Chicago	Content & Contact	Content and Contact	Silver	Verb	Yellowball
	Bartle Bogle Hegarty	New York	Content & Contact	Content and Contact	Bronze	Axe Dry	The Gamekillers TV Show
	Bartle Bogle Hegarty	New York	Integrated Campaign	Integrated Campaign	Gold	Axe Dry	The Gamekillers
	Bartle Bogle Hegarty	New York	Print	Toiletries/Pharmaceuticals	Bronze	Axe Dry	The Gamekillers High Impact Print Insert
	Bartle Bogle Hegarty	New York	Television/Cinema	Campaign	Bronze	Axe Dry	Mother Hen, Mess, One Upper
	Bartle Bogle Hegarty	New York	Television/Cinema	Cinematography	Gold	Vaseline Brand	Sea of Skin
	Leo Burnett	Chicago	Billboard	Retail Food	Grand Clio	McDonald's	Sundial
	Leo Burnett	Chicago	Billboard	Retail Food	Gold	McDonald's	Sundial
	Leo Burnett	Chicago	Innovative Media	Retail Food	Bronze	McDonald's	Sundial
	Leo Burnett	Chicago	Poster	Confections/Snacks	Bronze	Altoids	Hairy Chest
	Leo Burnett	Chicago	Poster	Confections/Snacks	Bronze	Altoids	Oh, The Shame
	Leo Burnett	Chicago	Print	Campaign	Silver	Altoids	Hairy Chest, First Time, Oh The Shame
	Leo Burnett	Chicago	Print	Confections/Snacks	Silver	Altoids	Hairy Chest
	Leo Burnett	Chicago	Print	Confections/Snacks	Silver	Altoids	Oh, The Shame
	Leo Burnett	Chicago	Television/Cinema	Confections/Snacks	Bronze	Altoids	Fruit Pants
	Saatchi & Saatchi	New York	Integrated Campaign	Integrated Campaign	Bronze	P&G - Folgers Coffee	Tolerate Mornings
	Saatchi & Saatchi	New York	Poster	Campaign	Gold	P&G - Glide Dental Floss	My Girlfriend, Music, New Sports Car
	Saatchi & Saatchi	New York	Poster	Campaign	Silver	Allume Systems - Stuffit Deluxe	China, Divorce, Tourist
	Saatchi & Saatchi	New York	Poster	Electronic Equipment	Silver	Allume Systems - Stuffit Deluxe	Divorce
	Saatchi & Saatchi	New York	Poster	Electronic Equipment	Bronze	Allume Systems - Stuffit Deluxe	China
	Saatchi & Saatchi	New York	Poster	Electronic Equipment	Bronze	Allume Systems - Stuffit Deluxe	Tourist
	Saatchi & Saatchi	New York	Poster	Toiletries/Pharmaceuticals	Bronze	P&G - Glide Dental Floss	Big Night Out
	Saatchi & Saatchi	New York	Poster	Toiletries/Pharmaceuticals	Bronze	P&G - Glide Dental Floss	Music
	Saatchi & Saatchi	New York	Print	Beverages/Alcoholic	Gold	42 Below Vodka	Do It Yourself
	Saatchi & Saatchi	New York	Print	Beverages/Alcoholic	Silver	42 Below Vodka	Transvestite
	Saatchi & Saatchi	New York	Print	Beverages/Alcoholic	Bronze	42 Below Vodka	Flight Attendant
	Saatchi & Saatchi	New York	Print	Beverages/Alcoholic	Bronze	42 Below Vodka	Bareback Mountain
	Saatchi & Saatchi	New York	Print	Beverages/Alcoholic	Bronze	42 Below Vodka	Casino
	Saatchi & Saatchi	New York	Print	Beverages/Non-Alcoholic	Bronze	P&G - Folgers Coffee	Ping-Pong
	Saatchi & Saatchi	New York	Print	Beverages/Non-Alcoholic	Bronze	P&G - Folgers Coffee	Hunger
	Saatchi & Saatchi	New York	Print	Campaign	Grand Clio	42 Below Vodka	Flight Attendant, President Bush, Do It Yourself, Transvestite, Office Party Blackout, Government, Eavesdropping, Bareback Mountain, Sheep, Casino
	Saatchi & Saatchi	New York	Print	Campaign	Gold	42 Below Vodka	Flight Attendant, President Bush, Do It Yourself, Transvestite, Office Party Blackout, Government, Eavesdropping, Bareback Mountain, Sheep, Casino
	Saatchi & Saatchi	New York	Print	Campaign	Gold	Allume Systems - Stuffit Deluxe	China, Divorce, Tourist
	Saatchi & Saatchi	New York	Print	Campaign	Gold	P&G - Glide Dental Floss	My Girlfriend, Sleeping, Music, Big Night Out, New Sports Car, Manhattan
	Saatchi & Saatchi	New York	Print	Campaign	Silver	P&G - Tide Coldwater	Empire State Building, Stadium, Cruise Ship
	Saatchi & Saatchi	New York	Print	Campaign	Bronze	P&G - Olay Total Effects	I'm 47, I Get That A Lot, He's My Son, Don't Know Why, I Have My ID, Thank You Officer
	Saatchi & Saatchi	New York	Print	Electronic Equipment	Gold	Allume Systems - Stuffit Deluxe	China
	Saatchi & Saatchi	New York	Print	Electronic Equipment	Silver	Allume Systems - Stuffit Deluxe	Divorce
	Saatchi & Saatchi	New York	Print	Electronic Equipment	Bronze	Allume Systems - Stuffit Deluxe	Tourist
	Saatchi & Saatchi	New York	Print	Home Products	Silver	P&G - Tide Coldwater	Cruise Ship
	Saatchi & Saatchi	New York	Print	Home Products	Silver	P&G - Tide Coldwater	Stadium
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Gold	P&G - Glide Dental Floss	My Girlfriend
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Silver	P&G - Glide Dental Floss	New Sports Car
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Bronze	P&G - Olay Total Effects	I'm 47
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Bronze	P&G - Olay Total Effects	I Have My ID
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Bronze	P&G - Olay Total Effects	Don't Know Why
	Saatchi & Saatchi	New York	Print	Toiletries/Pharmaceuticals	Bronze	P&G - Glide Dental Floss	Manhattan
	Saatchi & Saatchi Los Angeles	Torrance	Television/Cinema	Automotive	Bronze	Toyota Tacoma	Tide