



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE MEDIA NAMED MOST CREATIVE GLOBAL MEDIA ORGANIZATION BY GUNN REPORT FOR MEDIA

Starcom MediaVest Group and ZenithOptimedia Combine for Top Honor; Hewlett Packard wins as Advertiser of the Year and HP “Virtual History” is Media Campaign of the Year

FRANCE; November, 2005—The Gunn Report for Media, the global evaluation of media creativity, has named Publicis Groupe Media the most Creative Global Media Organization in its second report on the state of the media industry. The report, which examined several categories, including the most creative media agency, media network, advertiser and media campaign, also identified Hewlett Packard, ZenithOptimedia client, as Advertiser of the Year, specifically citing HP’s “Virtual History” as the Media Campaign of the Year.

“Publicis Groupe Media, bringing together Starcom MediaVest and ZenithOptimedia under one management, has established itself as the most innovative media force in the world,” said Maurice Lévy, Chairman and CEO of Publicis Groupe. *“The findings of the Gunn Report for Media are a clear recognition of this – and we are thrilled by the news.”*

Second only to OMD with 160 points, **Starcom MediaVest Group earned** 150 points, and **ZenithOptimedia** followed with 95 points. SMG was the third most awarded agency in Cannes. Its US agency was also the most awarded at the United States Effies as well as winning two Clios. Starcom won the Grand Prix for its client Malaysia Airlines MAS KL Monorail Train & Column Sponsorship at the Malaysian Media Awards. It also performed very well in Latin America, with two prizes at FIAP (a Gold for Ariel and a Bronze for Fiat), and in last year’s new European Union entrants.

ZenithOptimedia won third thanks in large part to its star agency, London, which orchestrated the “Virtual History” campaign for Hewlett Packard. Also among the top awarded campaigns was “Hype Gallery” (for Hewlett Packard) in France. ZenithOptimedia also earned two Effies in the States and did well in Canada, Spain and other countries.

The combined strength of SMG and ZenithOptimedia gave the organization 247 points, 40 points more than the second runner up.



Advertiser of the Year: Hewlett Packard

As advertisers begin to recognize the importance of media creativity, several stand above the rest and set the pace for the future. In 2005 five advertisers were awarded more than any others for their media creativity: **Hewlett Packard, Nike, Adidas, Ford, and General Motors**. Hewlett Packard won the largest number of points with 30 largely with their two winning campaigns, “Virtual History” (United Kingdom) and “Hype Gallery” (France).

“The Gunn Report for Media has combined the winners lists from all of the world's most important award contests so as to establish the annual, worldwide 'league tables' for the marketing industry,” said Isabelle Musnik, editor of The Gunn Report for Media. *“The aim of this publication is to send a signal to the marketing industry, to put a global spotlight on media innovation and success, and ultimately, to inspire a higher quality media product around the world. The future of the industry lies in the innovative strength of its media creativity. The 50 contests that I have reported on this year are witness to that compelling truth”.*

In order to move The Gunn Report for Media forward, its author enlisted the help of advertising giant Procter & Gamble as its sponsor. *“It has become clear that the media channels we use to “connect” to our consumers are as vital as the creative content that we deliver to them. As consumers gain more control over their media consumption, and as more content and messages vie for their attention, it becomes harder and more complex to engage with them”*, said P&G Manager of Global Media and Communication, Bernhard Glock.

“It is testament to the importance of media in the marketing mix that so many festivals have included media as a category worthy of evaluation and recognition,” said Jack Klues, Chairman of Publicis Groupe Media. *“Of course, the best work is that which marries message and media, and which melds content with contact.”*

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