

LEO BURNETT NAMES ANDREW SWINAND NORTH AMERICAN CEO; ACQUIRES TWO DIGITAL AGENCIES

Publicis Communications invests in data and technology leadership and capabilities

January 9, 2017 — Leo Burnett, a part of Publicis Groupe's [Euronext Paris: FR0000130577, CAC40] creative Solution Publicis Communications announces today the appointment of Andrew Swinand as North American CEO, marking the agency's ongoing commitment to defining the next generation of marketing. This nomination builds on the recent positive momentum achieved by the wins of Jim Beam and MillerCoors, combined with record performances at the 2016 Cannes Lions and Clio Awards. Swinand, 48, will take on this role as of Monday 9th January.

In addition to naming Swinand CEO, Leo Burnett announces the acquisition of two companies from Swinand's: Abundant Venture Partners – The Abundancy and Ardent. These agencies will add to Leo Burnett's growing arsenal of data, creative and technology capabilities. Ardent provides proprietary technology that uses search data to understand behavior and predict consumer intent, and The Abundancy applies these learnings to inform custom content. Together, they count sixty employees who will join the Leo Burnett team this month.

"I am thrilled to be joining such a world-renowned creative powerhouse as Leo Burnett North America. The challenge every brand faces is to get chosen. Thanks to our technology, it's possible to predict what people want so that brands can respond with experiences that are truly meaningful. By combining our data-driven insights with Leo Burnett's award-winning creative capabilities, we will make Leo Burnett's HumanKind approach more powerful than ever before in helping our clients." declared Swinand.

Publicis Communications CEO Arthur Sadoun said, "We have made significant investments in data and technology that strengthen the capabilities of both Leo Burnett and the wider Publicis Communications hub in North America with one objective in mind: constantly developing stronger and brighter creative ideas for our clients. Andrew's arrival, combined with the acquisition of The Abundancy and Ardent analytics, will give Leo Burnett the power to seamlessly blend data and creativity at every stage of the customer journey."

Prior to taking on the role of CEO, Swinand co-founded Abundant Venture Partners, a Chicago-based incubator and investment firm focusing on improving the human condition. He is also the former president of Starcom MediaVest Group and led marketing at Procter & Gamble's first venture into e-commerce.



Rich Stoddart will continue in his role leading Leo Burnett globally as president of the network, and will partner closely with Andrew to ensure the success of this transformation.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation. Active across the entire value chain, from consulting to creation, and production, **Publicis Groupe** offers its clients a transversal, unified and fluid model allowing them access to all the Groupe's tools and expertise around the world. **Publicis Groupe** is organized across four Solutions hubs: **Publicis Communications, Publicis Media, Publicis.Sapient and Publicis Health**. These 4 Solutions hubs operate across principal markets, and are carried across all others by Publicis One. Publicis One is a fully integrated service offering making the **Groupe's** expertise available to all clients, under one roof. Present in over 100 countries, **Publicis Groupe** employs nearly 80,000 professionals. www.publicisgroupe.com | **Twitter:** @PublicisGroupe | **Facebook:** www.facebook.com/publicisgroupe | **LinkedIn:** Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> | Viva la Difference !

About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Led by Arthur Sadoun, CEO, Publicis Communications unites the Groupe's creative offering : Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, as well as, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in over 100 countries, Publicis Communications aims to deliver transformative work to its clients and to attract the best talents in the industry. Publicis Communications draws upon the expertise of over 35,000 employees.

About Leo Burnett Worldwide

Leo Burnett Worldwide believes in using creativity to drive dynamic business change for its clients. Through a HumanKind approach to marketing, the agency puts a brand's purpose at the center of communications to transform human behavior. Part of Publicis Communications, Leo Burnett Worldwide is one of the world's largest agency networks with 85 offices and more than 8,000 employees. The global agency works with some of the world's most valued brands including Coca-Cola, Fiat, Kellogg's, KraftHeinz, McDonald's, MillerCoors, Nintendo, P&G, Samsung among others. To learn more about Leo Burnett Worldwide and its rich, 81-year history of creating iconic brands, visit our [site](#), [Facebook](#) page and follow us via [@leoburnett](#).

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