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Public Relations

A new image for companies in 23 countries Publicitas presents its new brand identity

Zurich/London/New York/Shanghai, September 1st, 2008. **As of September 2008, 25 companies* of Publicitas Promotion Network are changing their brand name to «Publicitas» and are introducing a completely new brand identity. The new identity is part of a worldwide reorganization of PubliGroupe's media sales companies. With a new structure and a new brand identity, Publicitas is evolving into a highly innovative, intelligently networked, global «Allmedia» sales house. The new logo, created by the Zurich-based brand agency Scholtysik Niederberger Kraft (SNK), symbolizes and accompanies this dynamism.**

"At Publicitas we understand international media and the fundamental changes taking place in the media markets worldwide", says Robert Schmidli, CEO of Publicitas. "Our new branding marks the digitisation of our business and the change that Publicitas has gone through in the past years and will see in the years to come. As a leading international media sales company, we offer a unique and modern «allmedia» interface between our advertising clients and top media worldwide."

The «publicitas» word mark in black and white stands for tradition and experience. It reflects the history of Publicitas and its deep connection with advertising and the media industry in a serious, professional and direct manner. The lowercase lettering of the brand name signals accessibility. Publicitas thinks and works in a holistic and global way, although it has strong local presence and connections.

The new graphic trademark is just as colourful, multifaceted and dynamic as the media landscape's depiction of the present and the future. The «P», created with 27 dots in a range of dimensions, unites isolated areas of the past with the future. Thus, it symbolises the growing scope of options offered by Publicitas to its customers and media partners. The dots in the «P» refer, in terms of content and technology, to the various aspects of the media world: Pixels, diodes, screen frequency and light spots.

The graphic trademark is depicted in three colours – red, green and blue. The three logo variants are used entirely at random on all instruments and media and have no coded function. Wherever possible, the graphic trademark pulses with alternating colours, for example on the internet, in the cinema or with mobile applications. Please [click here](#) to view a logo trailer of the new brand.

Publicitas is the preferred partner of the world's leading quality newspapers, magazines, internet platforms and television broadcasters. Through our network of sales outlets in 23 countries, we offer our advertising customers simplified and centralised access to the most prestigious media in over 100 countries. As the world's leading international media representative, we are able to offer our customers and agencies the added value of cross-cultural know-how, detailed media information, tailored targeting solutions and support in administering and handling campaign management logistics across multiple media channels.

For our media partners, we provide an unrivalled global sales force with many years of experience and local expertise, «allmedia» know-how and a proactive and entrepreneurial approach to selling. Through the Publicitas network, we can bring our media partners closer to the customer – actively, reliably and globally.

Further information:

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As of 1st September, the following companies will be operating under the new brand identity of «Publicitas»:

ASIA

Australia: Mass Media Publicitas
China: Publicitas China
China: Publicitas Consulting Services
Hong Kong: Publicitas Hong Kong
India: Mediascope Publicitas
India: Publicitas Digital India
Malaysia: Publicitas International
Singapore: Publicitas Singapore
Thailand: Publicitas Thailand

EUROPE

Austria: Publimedia
Belgium: Publicitas Media
France: Publicitas
Germany: Publicitas Germany
Greece: Publicitas Hellas
Italy: Siper Media
Netherlands: Insight Publicitas
Russia: Publicitas Eastern Europe
Spain: Publicitas Internacional
Switzerland: Publicitas (Service International)
UK: The Powers Turner Group

AMERICAS

Canada*: McGown/Intermac/Publicitas North America
Canada*: APR Media
USA: Charney/Palacios & Co.
USA: Publicitas-LHM
USA: Publicitas North America

*In Canada, two distinct brands will exist: Publicitas McGown & Publicitas APR

For many of our companies, the new branding also represents a change in legal company names. Further information of this will be sent to you in the coming weeks.

In Europe, in addition to the Publicitas-branded network, the following companies will be given a new, unified brand identity as of 1st January 2009. Further announcements will be made later this year.

Triservice (France)
Permedia (Germany)
Permedia Athens (Greece)
Triservice (Switzerland)
Powers International (UK)

The New Logo:

All three colour versions are used at random - colours have no coding function.

