



03/23/15

PRESS RELEASE



MAURICE LEVY INVITES DAVID GUETTA ON STAGE AT 62ND ANNUAL CANNES LIONS FESTIVAL OF CREATIVITY

At the 62nd annual Cannes Lions Festival of Creativity, Publicis Groupe is pleased to announce that David Guetta, world renowned French DJ Producer, will be joining Maurice Lévy, Chairman and CEO of Publicis Groupe, on stage for the Groupe's annual seminar exploring aspects of innovation, creativity and the zeitgeist of our industry today.

The seminar titled "Making the Brand: Authenticity and Influence through Celebrity Endorsements" will take place in the Grand Auditorium on Thursday June 25 at 4:00 PM, CET, at the *Palais des Festivals*.

As the #1 most followed DJ on social media in the world, and the #1 best selling DJ ever, David Guetta is a music and marketing mastermind who has done his share of celebrity endorsements. From partnerships with brands like MUMM, Renault and most recently, TAG Heuer, to co-designing a pair of Beats by Dr. Dre, and co-founding a specialized agency for celebrity marketing, My Love Affair, Guetta also just released a new album titled "Listen" with some of the biggest international artists including Nicki Minaj, John Legend, Sia, and more.

Together with Maurice Lévy, the two will discuss how celebrity endorsements have gone from a simple play for buzz to a transformational creative role in the business of marketing, advertising, and branding. Guetta will also give the audience an inside look at just how pivotal social media is in building relationships between artists and their audiences.

As consumers become ever more empowered, celebrities have locked down their role as key influencers with nearly unlimited access to the very same audiences marketers want. With their finger on the pop culture trigger, we'll find out why brands are embracing celebrities, using their insights to inform and guide what they do, and anticipate cultural movements.

Last year, Maurice Lévy invited SY Lau Senior Executive Vice President of Tencent and President of its Online Media Group on stage with him to discuss digital innovation in China, and the year prior, Jean-François Van Boxmeer, CEO, and Alexis Nasard, CMO, of Heineken to look inside Heineken's branding and growth in emerging markets. This year, both SY Lau and Alexis Nasard will be honored by the Festival as Media Personality of the Year and Creative Marketer of the Year, respectively.

Follow the seminar via [Twitter](#) and [Instagram](#) with the hashtag #LevyGoesGuetta.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Consulting, Razorfish Global, DigitasLBi, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 75,000 professionals.

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About David Guetta

Multi award-winning French DJ Producer David GUETTA began his electro affair in the 80s and 90s, DJing at underground clubs in his home city of Paris. He soon was headlining at the biggest Parisian clubs such as Le Palace and Folies Pigalle. Guetta received international success in 2009 with the launch of his album *One Love*, which sold three million copies globally. Today David Guetta has received countless music accolades including, Top EDM Artist (Billboard Awards) 2013, Best Remixed Recording (Grammy) in 2010 and 2011 and MTV music award for Best French Act 2011. Today he has over 60 million fans on Facebook, sold over 9 million albums and 40 million singles worldwide. He has received over two billion views on YouTube and has over 17 million Twitter followers. David Guetta remains the most downloaded music artist in Europe. In May 2011 he co-founded along with Cathy Guetta and Raphael Aflalo, a former manager at Publicis, My Love Affair, an international entertainment and celebrity marketing company.

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