

PUBLICIS ONE APPOINTS ANDREW LEONG TO NEWLY-CREATED ROLE OF GROWTH OFFICER FOR MEDIA.

*5 key trends in media crucial to well-targeted and impactful campaigns
that will drive the media business innovation of Publicis One in Malaysia*

KUALA LUMPUR, 27 September 2017

Publicis One has announced the appointment of Andrew Leong to the newly-created role of Growth Officer for Media in Malaysia. Leong, who was previously in the role of Managing Partner for Arc Worldwide, brings over 20 years of experience in communications to oversee the media agency brands including Starcom, Blue 449, Spark Foundry and Performics under Publicis One umbrella in Malaysia. Publicis One is the global communications enterprise that brings together all of Publicis Groupe agencies and capabilities under one roof across 55 markets including Malaysia.

“Andrew has a proven track record in the industry with experience ranging from Creative Brand Strategy to Media Engagement Strategy and we are truly delighted on his move to this new role. His professional expertise and business accomplishments will bring valuable insights to our organisation and the media strategies in the integrated nature of our business,” expressed Tan Kien Eng, CEO of Publicis One Malaysia.

“There is no better time than now to focus on media and communications planning as the worlds of media and creativity are rapidly converging. This is a great opportunity to fuse the world-class creativity of Leo Burnett, Publicis and Saatchi & Saatchi Arachnid, with the media planning and buying capabilities of our media agencies,” said Andrew Leong.

Leong further shares, “The world of media is undergoing great changes which we are all aware of, here are 5 key trends which we believe will have immediate impact on marketers and company heads in Malaysia:”

1. **Media Transformation:** the world of media and communications planning is constantly changing with new digital/ social platforms and touch points emerging constantly. Consumers’ behaviour and daily routine are also changing as they adopt and adapt to new technology. For example, video-on-demand has reached 5.8% penetration in Malaysia, while mobile video viewing has surpassed video viewing on PCs. As such, media agencies need to stay one step ahead in order to target them more effectively and with more precision.



2. **Synergizing Creative with Media:** In order to maximize the communication opportunities brands have with consumers, we need to utilise the best combination of creativity and media planning talents to help achieve the most impact. Working in silos is obsolete in today's world, and marketers need unified and integrated teams to come up with effective messaging at the right time, to the right person. For example, marketers have had to work through many rounds of alignment between their creative and media teams, when a single unified creative-media team is more agile and responsive.
3. **Targeting with Data & Technology:** Communications teams now have an integral data scientist or analyst on board in order to tap into the wealth of first party to third party data available. Utilizing the data in a relevant and timely manner makes the messaging that much more impactful and targeted, rather than it getting lost in the clutter. For example, programmatic media allows for precision targeting of potential customers via custom audiences and look-a-like audiences created with data from Google and Facebook. Different audiences can be created based on whether the person viewed or interacted with your ad, or not, and can be re-targeted with a different message.
4. **Shift from Awareness to Conversion:** Nowadays, the path to purchase is not linear, nor does it follow a time pattern. Consumers can jump from awareness to purchase with a single click. E-commerce and mobile commerce strategy and execution needs to be now fundamentally linked to online communications plans, paired with an impactful call to action. For example: MINI Malaysia just recently sold 20 MINI Clubman Sterling Limited Edition cars online over a 24-hour period in August 2017.
5. **Social platforms are now de facto CRM platforms:** Marketers today, achieve many of the same functions as their own first party database, just by using Facebook. Most marketers currently only employ social listening to determine brand sentiments but by using social tracking tools, one can mine data such as fan duplication across different brand pages, as well as track the brand's performance over a variety of social channels such as Facebook, Youtube, Twitter and even LinkedIn.

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Contact:

Johanna Dason | M: +602 322 3720 | E: johanna.dason@my.arcww.com

Sharmila Ramanath | M: +6012 621 2022 | E: sharmila.ramanath@my.arcww.com



About Publicis One:

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 55 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)

About Blue 449:

Blue 449 (www.blue449.com), the Open Source Media Agency is one of the five brands of Publicis Media and has offices within Publicis One. Its open source philosophy means operating at the intersection of media, ideas, data and technology to deliver inventive, collective progress for their clients. Its Blue Collective, like-minded individuals and organisations from across the globe, provide additional expertise and inspiration as do the global practices of Publicis Media. Led by Andras Vigh, Global Brand President, Blue 449 operates in 14 markets, 22 offices and will expand further during 2017. It employs over 1200 employees. We are one agency, many territories, no boundaries. Twitter @blue449.

About Performics:

As the original performance marketing agency, Performics converts consumer intent into revenue for the world's most admired brands. Across a global network operating in 41 countries worldwide, Performics creates connected and personalized digital experiences across paid, earned and owned media. RECMA recognized Performics as one of their Top Digital Agency Networks of 2014. Headquartered in Chicago, Performics is a Publicis Media company. To learn more, visit www.performics.com

About Spark Foundry:

Spark Foundry is one of five global media agency brands within Publicis Media, and has offices within Publicis One, both of which are key divisions of Publicis Groupe [Euronext Paris FR0000130577, CAC 40]. Spark Foundry's bold vision harnesses a startup spirit with a powerhouse soul that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media.



With 3,500 employees across the world, the agency leverages the best industry talent and a growing footprint of offices in key markets including the U.S., UK, MENA, Poland, Australia and China.

About Starcom Worldwide:

Starcom is the Human Experience Company. A world-renowned media communications agency, we believe the alchemy of people and technology creates experiences people love, and actions brands need. With more than 5,000 employees worldwide, Starcom partners with the world's leading marketers and new establishment brands, including Airbnb, Coca-Cola, Fiat Chrysler Automobiles, Kellogg Company, Kraft Heinz, Samsung, Visa and more. Starcom is part of Publicis Media, one of four solution hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One.